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February 2, 2012

Webinar Used to Present Social Media Training to Farmers Across Idaho

With over 800 million active users on Facebook alone, it's hard to deny the marketing potential of social media. However, for those new to using social media for marketing and promotion purposes, it can be a complicated process to navigate. That is why the Idaho State Department of Agriculture (ISDA) is hosting a free Webinar (online meeting) to help small farms involved in direct marketing, farmers markets or agritourism learn more about using these valuable and free marketing methods.

The Webinar will feature speakers from Drake Cooper, a Boise-based advertising agency with vast experience running marketing campaigns via social media. The participants who will benefit most from this webinar are those who already have established a Facebook page, have amassed a small audience and now are looking to understand current best practices and insights to get the most return from their efforts. However, those brand new to Facebook also will learn the basics of creating and using a business page. In addition to specific Facebook strategies and tactics, the Webinar also will address other online tools and Web ideas to consider integrating into a social media strategy.

"With the growing popularity of social media and shrinking advertising budgets, it's imperative that those in agriculture learn how to effectively use these marketing tools," says Lacey Menasco, ISDA trade specialist. "It's also a great opportunity to reach the general public with the true story of agriculture."

The Webinar will be hosted on Wednesday, February 15th at 1:00pm (MST) and is FREE to interested Idaho companies. Space is limited, so pre-registration is required. To register, contact Lacey Menasco at lacey.menasco@agri.idaho.gov or (208)332-8538.

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