

SOCIAL MEDIA AS A BUSINESS PROMOTING TOOL

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PERFORMANCE CROP RESEARCH
KANSAS





QUICK INTRODUCTION

STARTED SHARING OUR STORY 2019
WHEN I LAUNCHED MY BUSINESS –
PERFORMANCE CROP RESEARCH &
SOUTH BEND INDUSTRIAL HEMP.



MY BRAND IS POSTING ABOUT DAY-
TO-DAY THINGS AT OUR RESEARCH
FACILITY AND FARM.



SOCIAL MEDIA FOCUS OF TODAY

DO'S AND DON'T

BUILDING YOUR BRAND

PLAYING THE ALGORITHM

KISS METHOD –

KEEP IT STUPID SIMPLE.



THE POWER OF
COMMUNICATION & BUILDING
YOUR BRAND





WHY IT MATTERS – SOCIAL MEDIA BY THE NUMBERS

- Roughly 5.17 billion people were using social media with global social media usage rate stood at 59%.
- Average users spend 151 minutes per day on social media and messaging apps.
- The average engagement rate being 1.4 to 2.8%. You don't have to have 100's of comments to be successful.
- YOU HAVE AN AMAZING STORY ABOUT YOUR BUSINESS TO TELL so use the power of social media to help you do that.
- Everyone is an “influencer”.



DO'S AND DON'TS



DO

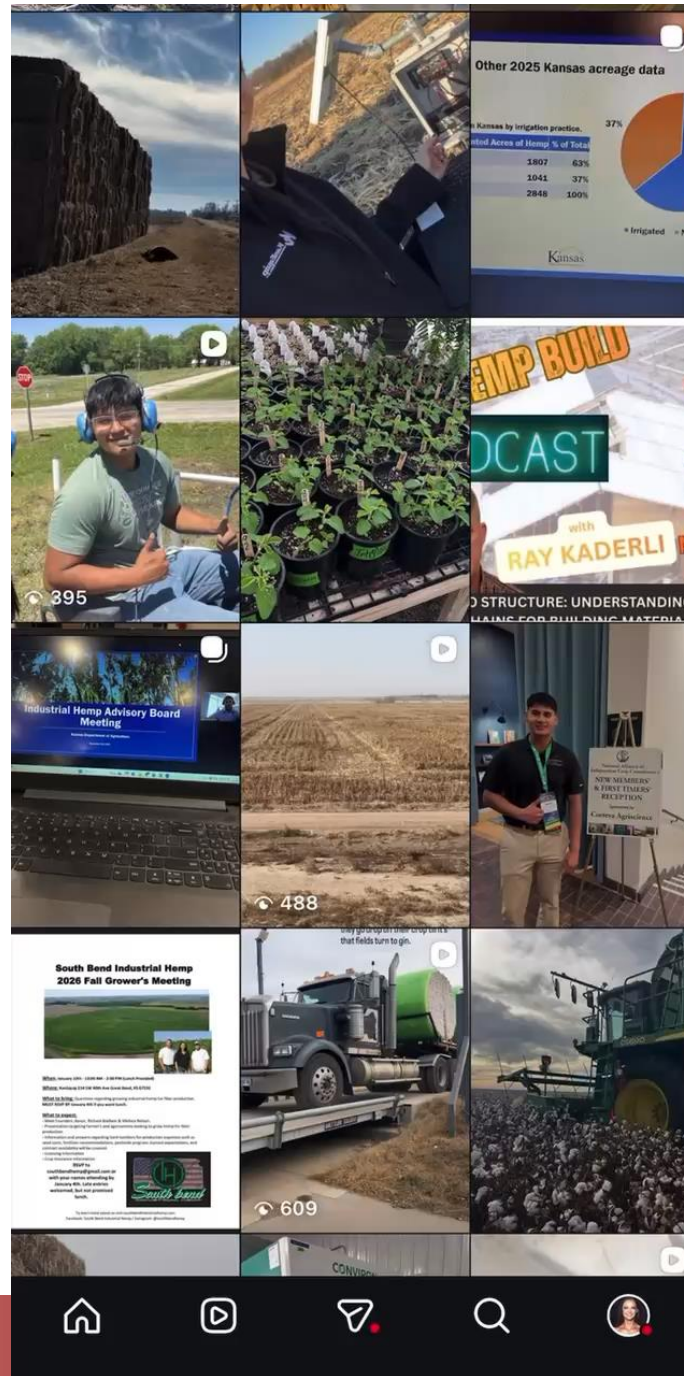
1. DO – Be authentic.
2. DO – Be “on brand”. If your page is focused on your business, don’t bring personal things into play. If your more technical, stay technical. Consistency is king.
3. E – I – E – O of Posting

Educate

Inform

Entertain

Offend



DON'T

1. DON'T - share things you aren't supposed to.
2. DON'T - take it too seriously.
3. DON'T - AI all your posts. More people are tired of inauthentic posts, Chat GBT generated captions and inability to connect to the brand or person.
4. DON'T – get discouraged if you don't go “viral”. Focus on the purpose of your account.



E – I – E – O OF POSTING





Simon Maechling ✓ · 1st

PhD Chemist | Science Communication | Debunking Misinformation

Greater Lyon Area · [Contact info](#)

SCIENCE INNOVATION & AGRICULTURE



Bayer

EDUCATE



Kaitlyn Thornton ✓ · Following

4th Gen Orchardist | Ag-Influencer | Keynote Speaker | Marketer
2w · 🌐

FINAL RESULTS! (3/3 Pollen Trial Vids)

We wrapped up harvest with encouraging results from our ...more

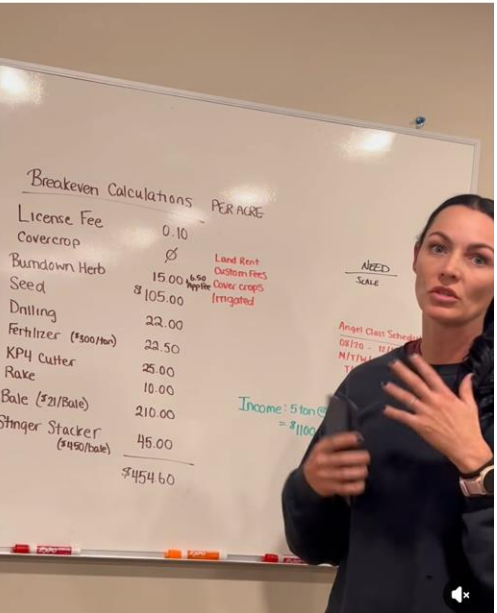
< South Bend Industrial He... 🔍 🛡️

👍 61 💬 3 🔄 3

Melissa Nelson Baldwin Admin · Nov 6, 2025 · 🌐

💰 Calculating your Profit (Or Loss) for Fiber Hemp

!! This is a high level and it's critical you understand YOUR FARMS numbers. Our goal is help suppo... See more



unbeelab

A taste of sweetness

....a honey recipe with the UNL Bee Lab!

Today's Recipe:

Sticky Honey
Garlic Sausage
Pasta

👍 11 💬 🔄 🗒️

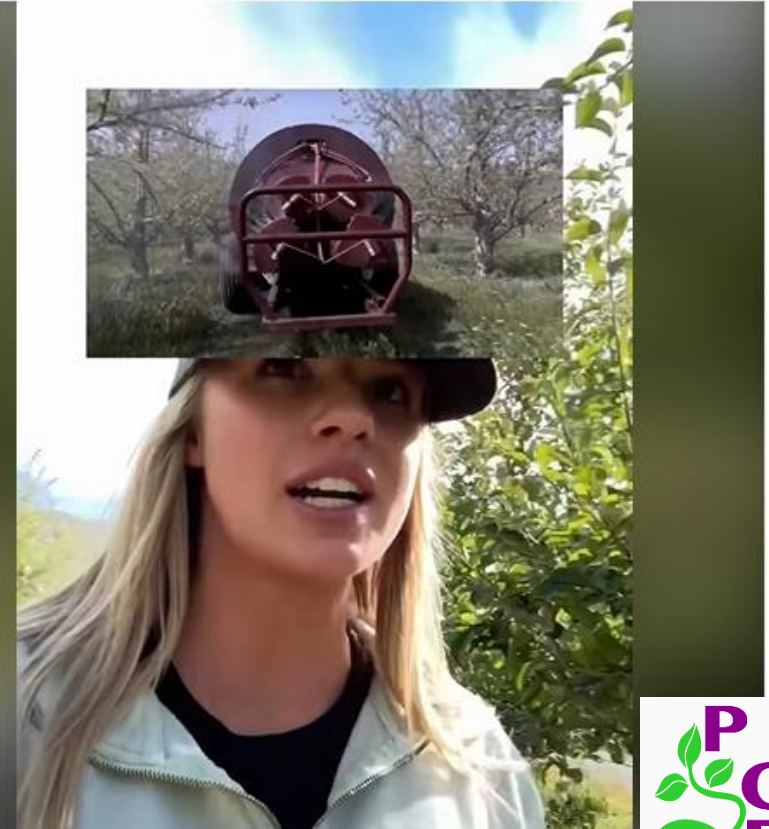
unbeelab Happy National Pasta Day! To celebrate here's a recipe from the UNL Bee Lab and RecipesBySilvia. Have you tried honey in pasta before... more

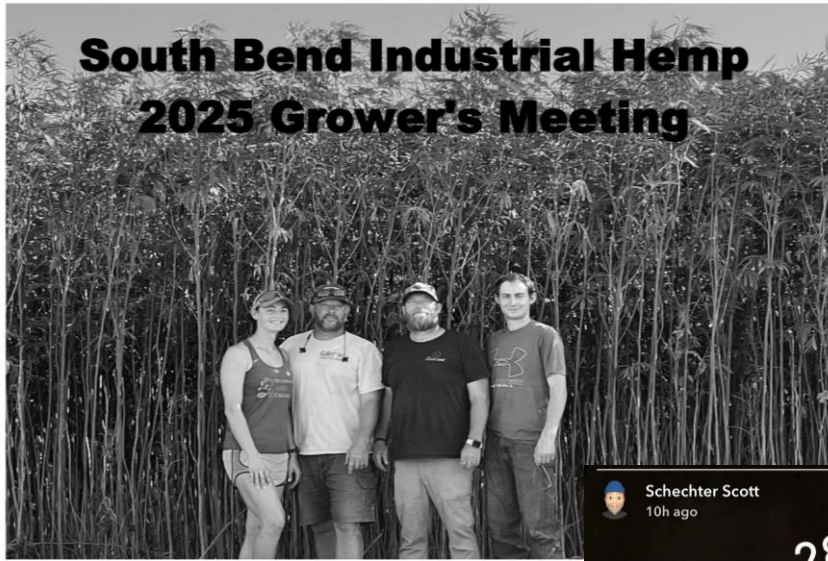
Entomological Society of America · 2d

Arthropod Photo of the Week: January 14, 2026
Robber fly with winged termite
Asilus sp. / Reticulitermes sp.
Diptera: Asilidae / Blattodea: Termitidae
Observed in West Bengal, India
By Sekhar Bandyopadhyay, West Bengal, India
[#arthropodPOTW](#)

Photo by Sekhar Bandyopadhyay

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When: January 11th - 10:00 AM - 2:00 PM (Lunch Provided)

Where: KanEquip - 214 SW 40th Ave. Great Bend, KS 67530

What to bring: Questions regarding growing industrial hemp for...
Admission Fee is \$25. Cash, Card & Check Accepted

- What to expect:**
- Presentation targeting farmer's and agronomists looking to grow production.
 - Information and answers regarding hard numbers for production: seed costs, fertilizer recommendations, pesticide program, harvest contract availability will be covered.
 - Licensing Information
 - Crop Insurance Information

RSVP to southbendhemp@gmail.com with your names attending by January 7th. Late entries accepted, but not promised lunch.



To learn more about us visit southbendindustrialhemp.com
 Facebook: South Bend Industrial Hemp / Instagram: @southbendhemp

NAICC - National Alliance of Independent Cro... • 1st
 Mission Statement: "This alliance exists to unify and support indepen...
 1w • 🌱

Register for the NAICC Annual Meeting at
<https://lnkd.in/gXFXNyjd> ✓



Melissa Nelson • You
 Owner / Field Scientist at Performance Crop Research, LLC Co-Owner at South...
 Visit my website
 5h • 🌱

PCR is excited to announce our newest team member, **Wagner Melo**, PhD, MBA!

Wagner is from Brazil, graduated with a Master and PhD of University of Lavras, MG, Brazil and made MBA in Administration Manager. With experience as a Senior Agriculture Research and Operations Leader with over 25 years of experience across plant breeding, field trials, GLP research, agribusiness management and international operations, and experience managing some companies in LATAM. With a proven track records of scaling companies, managing growth, and delivering high-quality agricultural research in partnership with global leaders we believe he'll be an immediate asset to the team. Wagner has strong expertise in experimental design, data analysis, budget & CAPEX management, drone-based applications, and regulatory-compliant research environments.

Welcome to the team Wagner!

#naicc #kaicc #team #kansas #cropresearch #breeding #growth

INFORM

- Typically, an event or deadline

cropscoutchristie ✓
 Akron, Michigan

BETWEEN THE ROWS TOUR

BROUGHT TO YOU BY: **CMPM**

Each stop will include a catered dinner, an input market update, and a grain marketing update by local industry experts.

HOST	WHEN	LOCATION
Welden Farms	August 18 - 6:00 p.m.	9551 Cranberry Lk Rd., Jonesville, 49250
Jeff Briggs Farms, LLC	August 19 - 6:00 p.m.	9249 Torrey Rd., Willis, 48191
Clarke Farms	August 20 - 6:00 p.m.	3730 N. Lewis Rd., Coleman, 48618
	August 21 - 6:00 p.m.	4557 Wheaton Rd., Charlotte, 48813
	August 26 - 6:00 p.m.	10081 12 Mile Rd., Rockford, 49341
	August 27 - 6:00 p.m.	224 N. Stoutenburg Rd., Sandusky, 48471
	August 28 - 6:00 p.m.	7990 M-25, Akron, 48701

Alright friends!!!! There are just 3 more...
 o with the @mi_corn "Between The Rows"
 p tour... more



Simon Maechling • 1st
PhD Chemist | Science Communication | Debunking Misinformation
2mo •

Chemistry jokes work when your sense of humor is above absolute zero.

Simon Maechling
@simonmaechling

A chemist froze himself at -273.15°C , everyone said he was crazy but he was OK.

Gatlin Didier
@GatlinDidier • 663K subscribers • 1.3K videos
Gatlin Didier is an actor, producer, and rancher - born and raised in rural western Oklahoma...
gatlindidier.com and 4 more links

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I Need Some Help (on the Farm) - A Bibbins Farm Parody Ori...

47,263 views • 1 year ago

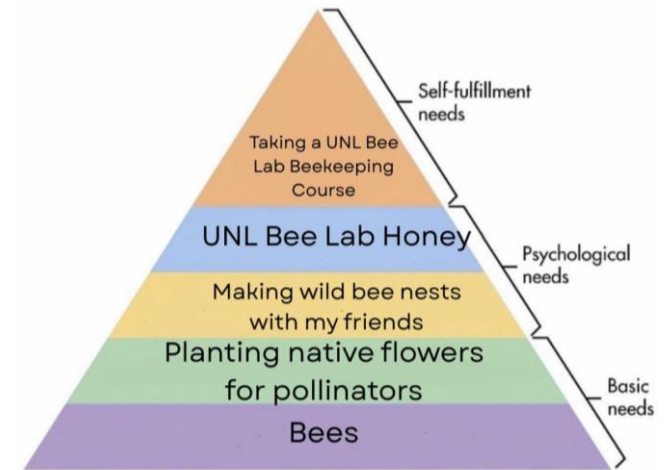
After many years of causing issues on the Bibbins Farm, Gate Bart gets fired by his best buddy Darrell. It seems both sides can agree on one thing, they NEED HELP on the farm. Darrell needs better help and Bart believes he needs more help. Will the two rekindle their farmship or will this be the end of the dynamic farm buddies?

...
[READ MORE](#)



ENTERTAIN

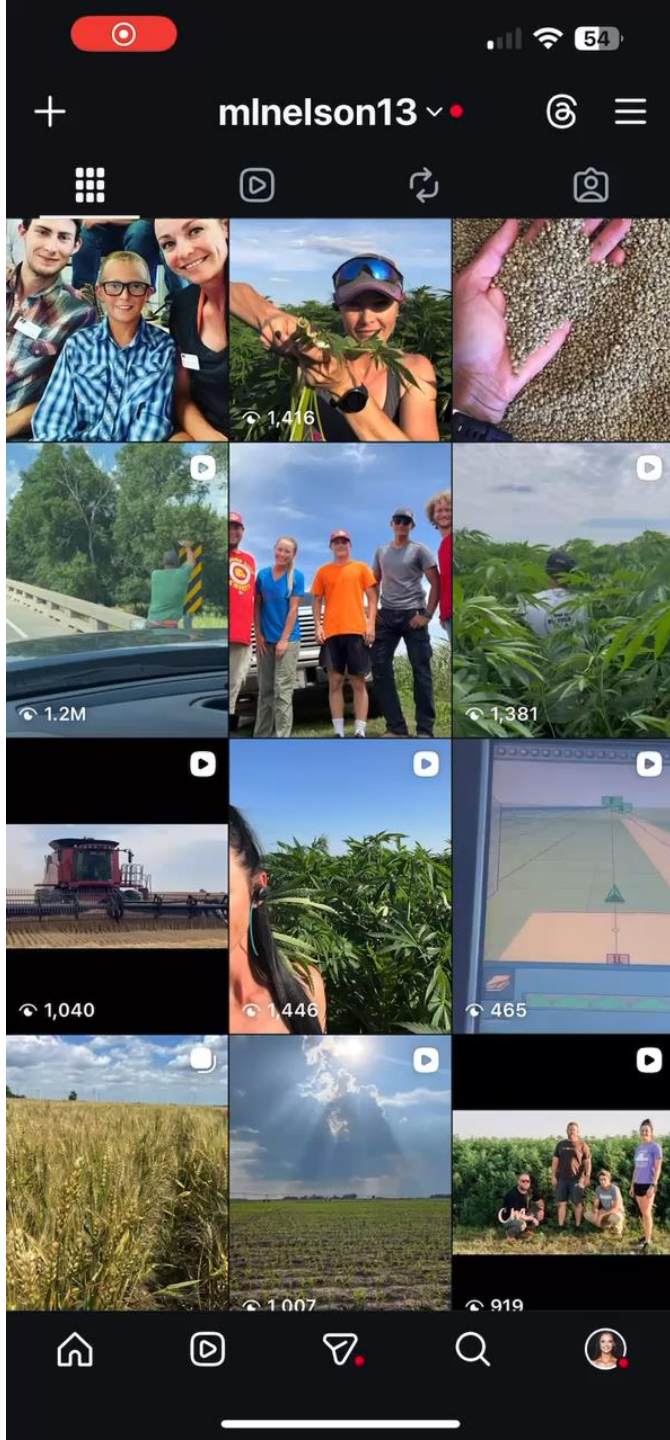
unbeelab



8

unbeelab Bees, blooms, wild flowers, honey, and learning—it's all we really need. Happy #MemeMonday! What would you add to the list... more





Save The Baby Calf | You Ain't You When You're Vegan



OFFEND

- Easier than ever to do now days.
- Don't take it too seriously the keyboard warriors will do that for you.





ENGAGING THE AUDIENCE

- Understanding the power of each platform and who your target audience is.

Example: Interns = TikTok or Insta

Millennials = Facebook

- Weave relatable stories into your presentation using narratives that make your message memorable and impactful
- Short and Sweet unless your targeting long format.
- Be conscious of the power of your logo or what your clothes are communicating.





OVERCOMING NERVOUSNESS

CONFIDENCE-BUILDING STRATEGIES

- WE ALL START AT SQUARE ONE
- REWATCH YOUR VIDEOS TO FIND YOUR HABITS (GOOD AND BAD)
- BE A FIRST-RATE VERSION OF YOURSELF INSTEAD OF A SECOND-RATE VERSION OF SOMEONE ELSE

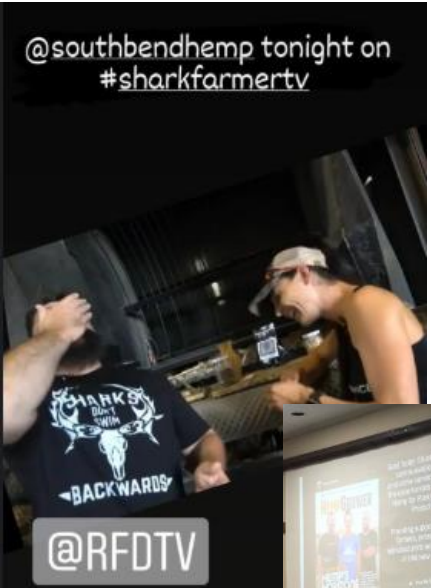


SPEAKING IMPACT

Your ability to communicate effectively will leave a lasting impact on your audience

Effectively communicating involves not only delivering a message but also resonating with the experiences, values, and emotions of those listening

REPS, REPS, REPS!





Melissa Nelson

LinkedIn: Melissa Nelson

Facebook: South Bend Industrial Hemp

Instagram: @mlnelson13 or @southbendhemp

www.performancecropresearch.org or www.southbendindustrialhemp.com

