

Join the REAL Revolution

This tutorial is for people using social media networks and blogging. I have tried to keep it simple, but please let me know if you have any questions (hellad@helladelicious.com). Adapted from KombuchaKamp's New Year ReVolution Action Plan Manual. (www.kombuchakamp.com)

February 2011 is Buzz about Real Milk month.

FACEBOOK:

Promote any real milk facebook pages. I like Raw Milk, Weston A. Price, Cheeseslave, Kelly the Kitchen Kop...let me know of any others.... Favorite their pages. Repost their links, like and comment, get the chatter all about raw milk.

If you have photos of your cowshare, or you with your cow, post them on your blog or facebook page.

Badges:

Use your favorite photo of your own cow/cows. Most of us have a bunch somewhere, pull them out and post them as your profile photo, change it once a week or more if you can.. The cows need our protection as well, from the disease (etc) factory farming encourages. Posting photos of cows, calves, milk, goats and those types of images will be a wonderful, powerful statement and symbol of the connection we have to these beautiful creatures. If you don't have any pictures, we've designed a few badges tyou can get them off my webpage or from the Hella Delicious fan page <http://facebook.com/helladelicious.com>. If you have a photo you would like a slogan put onto, post it on the Hella Delicious page or send it to me and we will make a badge. Also if you have other ideas for slogans or anything, this will be fantastic, please let me know.

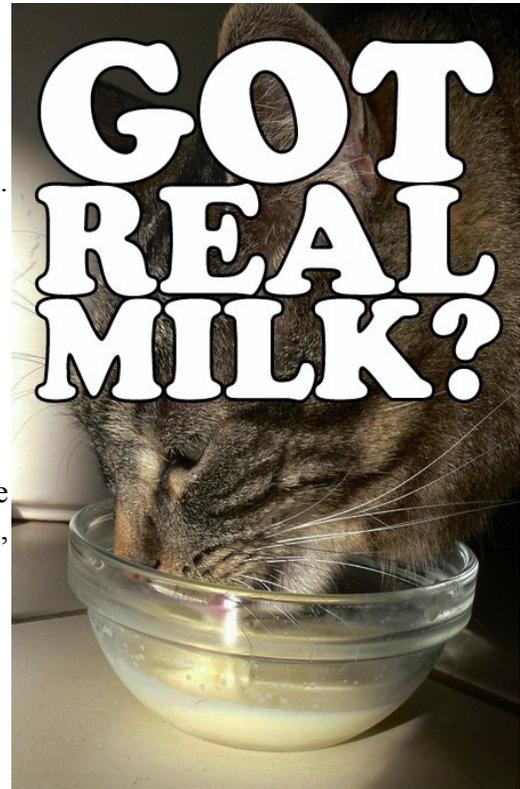
Some ways to use the badges:

- Download badges and upload to your facebook photos. Right click to save the image to your computer.
- Tag the photos with friends names. This will send them a message to look at the photo, thereby spreading the word.
- Post the badge as your profile pic in a show of solidarity. (Can also use as profile pic or background on twitter.)
- Post the badge to friends pages. Use discretion!!
- Make your own badge – if you are photoshop savvy and would like to use any part of the badge, drop me a line and I'll get you files. Definitely tag me in any badge you make! Or send it to me.

@Tagging in Posts:

Facebook has a great feature whereby you can use the '@' symbol to tag other friends or pages that you like in the post. This creates a clickable link to that person or page. Read more about it on the facebook blog.

Here are some sample ways to use @tags:



- “@friend @friend & @friend - Join the Real Milk Revolution. Pass it on.”
- “The Revolution will Not be Pasteurized!”
- “@friend wrote a sweet blog post about real milk – check it out.” (attach a link to the post)

Share Button:

We have to reach out to everyone who is supporting real milk. People who are involved in this movement are very genuine—a cool group, so reach out and join the conversation. It is fun, and it's a great networking opportunity—it is very helpful to be connected with such a large community. As the stories, links, posts, videos and photos start to show up in your News Feed, be sure to like them and share them on your wall.

Comments:

Leaving comments and “liking” specific comments will help keep the news items in the feed for longer and in more people's stream. The Facebook algorithm (warning – nerd speak!) favors those dynamic content items that many people are interacting with.

Frequency of Interaction:

We'd like to build the buzz gradually so that we don't burn ourselves and our potential audience out too soon. Start with between one to three interactions a day. As things begin to pick up and momentum grows, the idea is to jump up and down waving our arms and trying to attract as much attention (positively, of course) as we can.

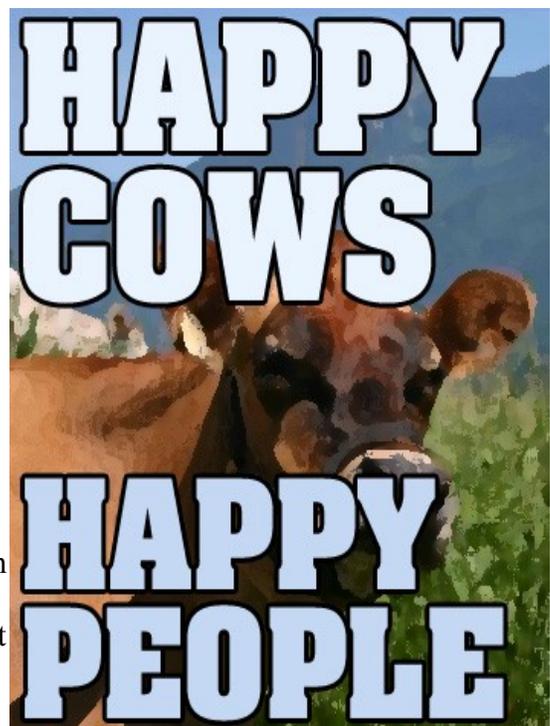
Cross posting, sharing stories, tagging friends, @tagging people telling them how you are getting them involved, how you'd like them to get involved—be the playful chaos of what we are – HAVE FUN while sharing our message!

Remember, the goal of this is to promote real milk. We each bring our own unique perspective and personality. It is this diverse range of voices yet focused message that will attract a wider audience.

Learn more about all of the participants in the Real Revolution. Let's get to know each other so we can encourage each other and get the momentum building in the blogosphere.

BLOGGING:

If you don't have a blog, I recommend you get one! We need more voices speaking out on the raw milk issue. Mostly it is the mother's who are fueling this movement and we have a powerful, honest and passionate voice, but oftentimes we are swamped by daily routine. We need your voices, desperately. Everyone's experiences are needed and valued, the more there is in the airwaves about raw milk, the more we can remove the unconscious beliefs the average person has about raw milk. I have written a post about how to start a blog and begin to twitter <http://www.helladelicious.com/diy/2010/11/how-to-blog-and-twitter-for-real-food/>. Use <http://wordpress.com>, if you are getting started blogging. It is worth the effort to learn how to use it. Before you know it will become second nature.



If you don't have a blog and would still like to share, please send me a message and I will post it. I am happy to do this. Just let me know your name or, if you prefer to post anonymously, please feel free to send photos, videos, slogans, favorite links and anything else you might think of.

If you are writing a blog post, let me know and I will post and twitter it. Link to the post and quote it in a new post, basically promote the people you know who love real milk. Take your pick! Support and encourage your Realfriends.

If you have a blog, please post about why and how you came to drink raw milk and what it has done for you. Look up some videos on youtube about raw milk, there are some quite funny ones out there and some cooking shows.

<http://linkytools.com/>. Do a raw milk resource roundup post with a linky tool on it and get a list of great raw milk links, photos, art, music or articles going on your own page. This is a great way to get more traffic and provide a helpful service for the Real Revolution

During the month of February, <http://helladelicious.com> will be a library and resource for people to find favorite links to repost, digg, like and twitter as well. Please help me with this and feel free to repost anything you find on my page. Most content on my site is creative commons-non commercial-share alike. Please link and reference any content used.

TWITTER:

The twittersphere feels empty in the realfood sphere, I am missing my peeps up there! We need to get more real milk people on twitter. I know this can be rough, I was on twitter for 2 years before I actually started trying to understand it and really use it. Even now I am not the best at it and I am sure if many of you start using it, you will soon be wondering why you ever took any advice from me!

started getting into twitter when I started using Hootsuite, I have posted about on Hella Delicious, just search for How to Twitter and Blog about Real Food. There is a great link to a useful tutorial on how to use twitter. Hootsuite a good tool for this and is actually a blast, and soon you will have to be making sure you aren't spending too much time on it. Seriously--you'll love it.

- Use # tags some good ones are #realfood #realmilk #rawmilk #realrevolution If you have any others let me know and spread the word.
- Schedule some tweets in advance so you can go about your normal business during the day.
- Spread out the re-tweets to maximize exposure. If you see a couple of people just re-tweeted, wait an hour or two, then pump that blog post/promotion.
- Remember if you are asking people to retweet, keep your tweet short enough to prevent important information from being cut off by the re-tweeter. 100 characters is usually good.
- You can update your twitter profile and change it to a photo of your favorite cow, or use one of the badges we are creating.

