



SOCIAL MEDIA TIPS

American
PECANS
THE ORIGINAL SUPERNUT

TELL THE SUPERNUT STORY USING SNACKABLE SOCIAL MEDIA



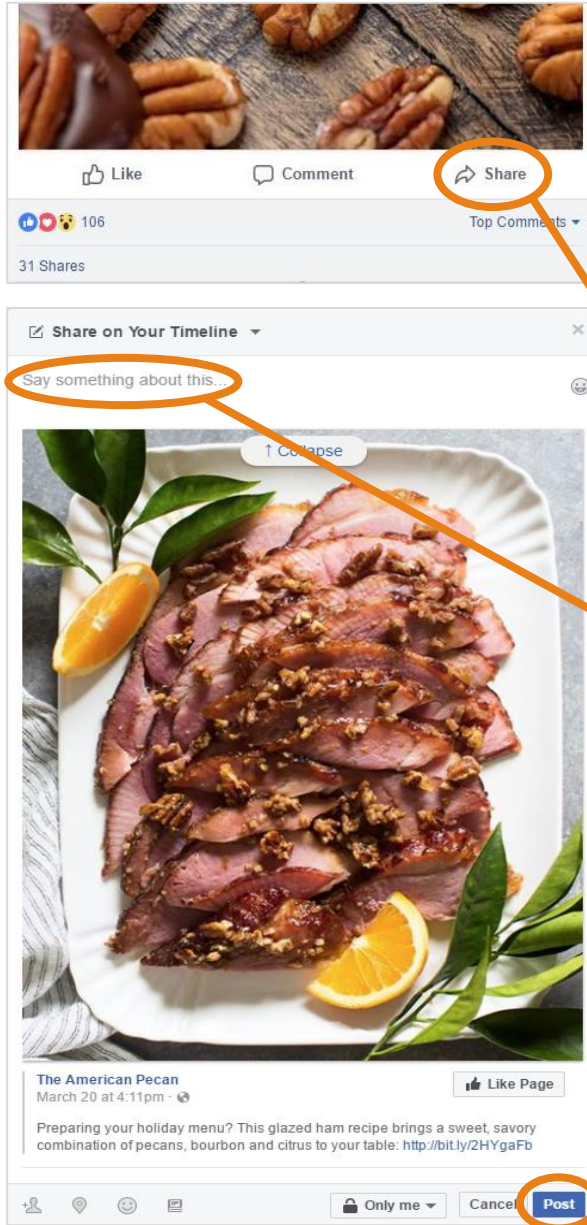


WE'RE HERE FOR YOU

Social media posts on the American Pecan pages have been created for your use – with a team of social media strategists, Registered Dietitians, bloggers and creatives at work behind the scenes to provide the most relevant and engaging content to get America excited about pecans.

Sharing timely and creative social posts doesn't have to be a burden. **Take a load off by sharing your favorite American Pecan social posts or recipes on your own channels.** You can even add your own personal twist to the post by customizing the copy – and we'll show you how.

FACEBOOK: HOW TO SHARE APC POSTS



1. Visit: www.facebook.com/americanpecan

2. Find the post you'd like to share by scrolling through the page. You can share posts to your personal or business Facebook page using the same steps.

3. Click the Share Button: At the bottom of each post, you will see a share button that allows you to share four different ways.

4a. If you select **Share Now**, you're done! All of your Facebook friends or page followers can see the post, whether it's a delicious pecan recipe, interesting article or catchy video.

4b. If you select **Share...**, you will see a place at the top of the post to customize your post and make it more personal. Your Facebook friends will like to see why the post matters to you. You can ask questions or use conversation starters if you want to start a dialogue with your friends. For example:

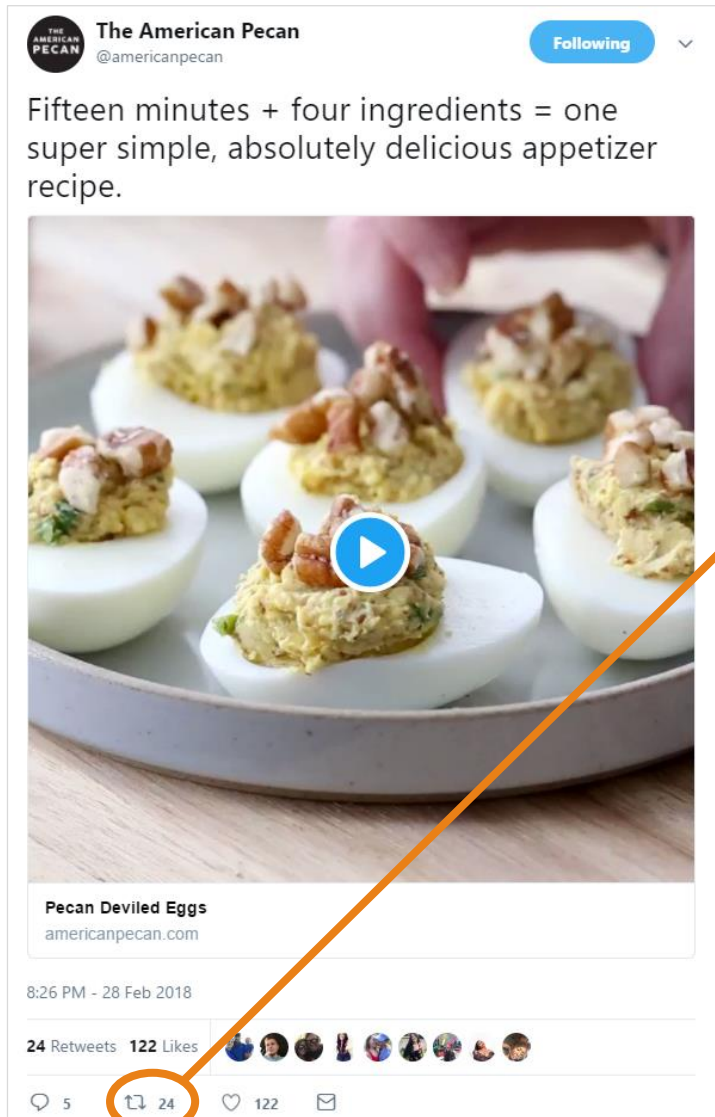
- Ask a question to engage your followers: "How do you prepare your holiday ham?"
- Share an opinion with your followers: "Love this festive twist on your traditional holiday ham!"

4c. If you select **Share as Message**, you can share a post in a private message with your Facebook friend. Like **Share...**, you will see a place to add a message for your friend.

4d. If you select **Share on a friend's Timeline**, you can share a post to your friend's page. This will be public and can be seen by the account's public timeline that you shared the post with, as well as that account's Facebook friends or followers.

5. Don't forget to hit **Post** when you're done!

TWITTER: HOW TO RETWEET APC



1. Visit: <https://twitter.com/americanpecan>

2. Find the post you'd like to share by scrolling through the page

3. Click Retweet Button: ↻ At the bottom of each post, you will see the Retweet button that allows you to share a Tweet on your own account for all of your followers to see.

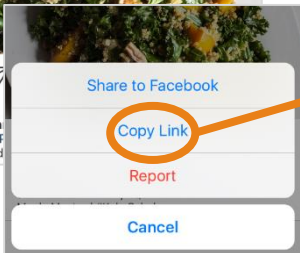
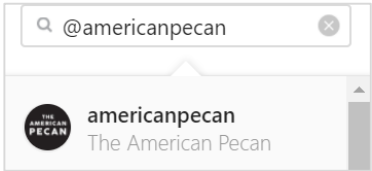
4. Once you've clicked the Retweet button, ↻ you have two options before Retweeting the post to your own page.

4a. To share the Tweet as-is, click the **blue Retweet** option

4b. To customize your Tweet, add your comment or question in the "**Add a comment...**" section that appears above the original tweet



INSTAGRAM: HOW TO REGRAM APC



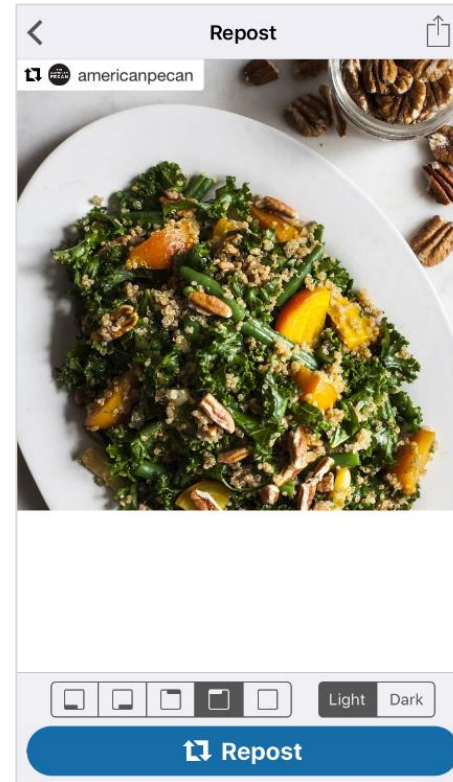
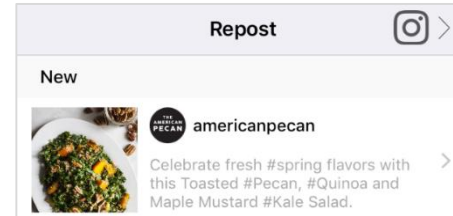
1. To share an Instagram post on your own account, you can **download the Repost for Instagram app** on your iOS or Android device.

2. Once you've downloaded the app, visit the American Pecan Instagram account by **searching @AmericanPecan** on Instagram.

3. Find the post you'd like to share by scrolling through the account.

4. Once you've selected the post, click the three dots at the top of the post to pull up a menu of options.

5. Select **"Copy Link"**



6. Open the **Repost for Instagram app** and you will see the post that you copied.

7. When you click on this post, you can then select the blue **Repost** button.

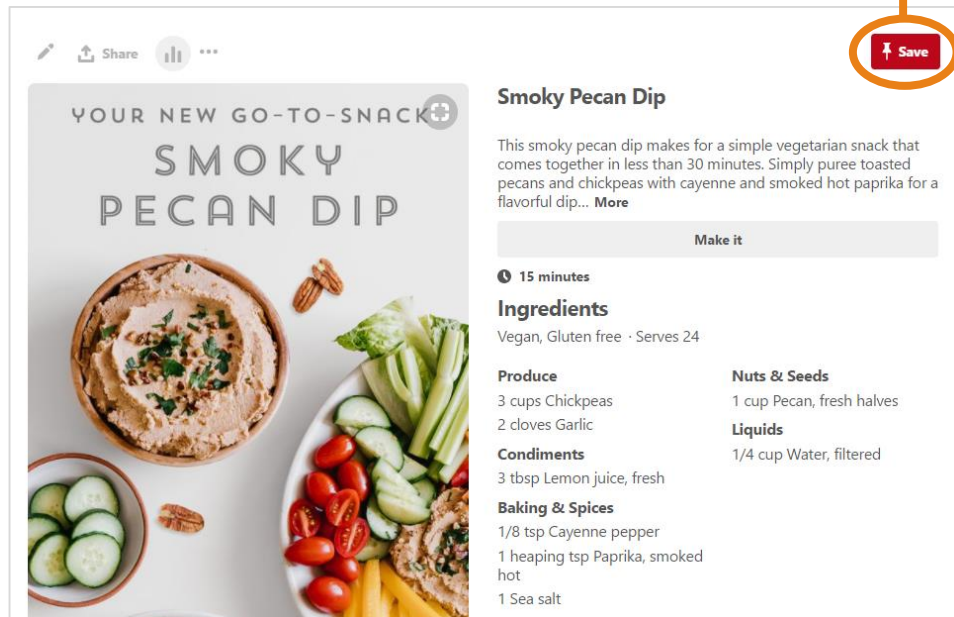
This will share the post with your followers.

PINTEREST: HOW TO REPIN APC

1. Visit: www.pinterest.com/americanpecan

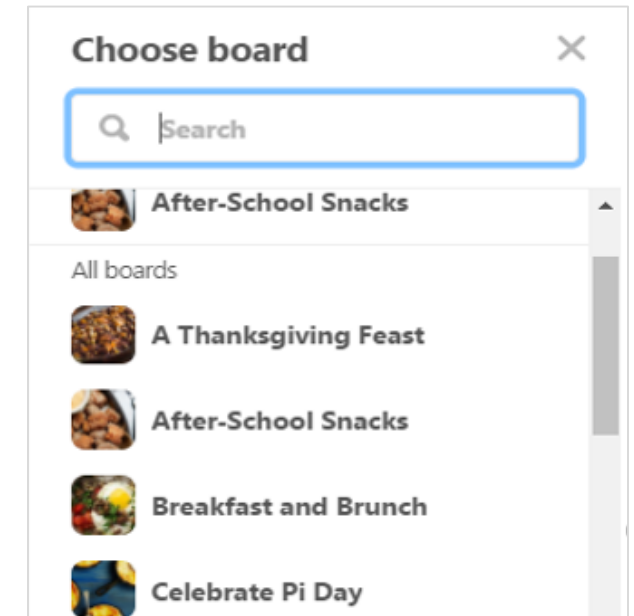
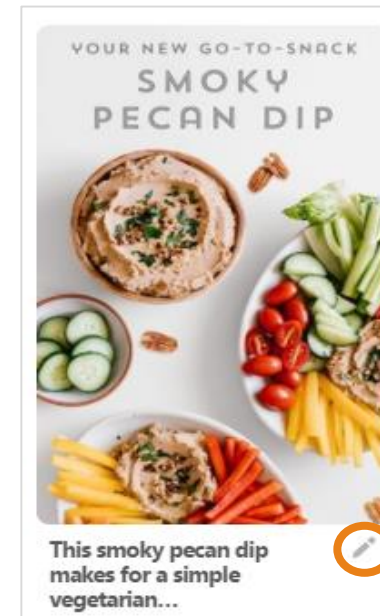
2. Find the post you'd like to share by scrolling through the American Pecan Pinterest page.

3. Click the **Save Button**: You will see a red **Save** button on each pin that allows you to save a pin to your own account for your followers to see.



4. Once you've clicked the **Save** button, you will choose one of your boards that you think it best fits under. If you want to create a new board for the pin, you can click the **Create Board** button.

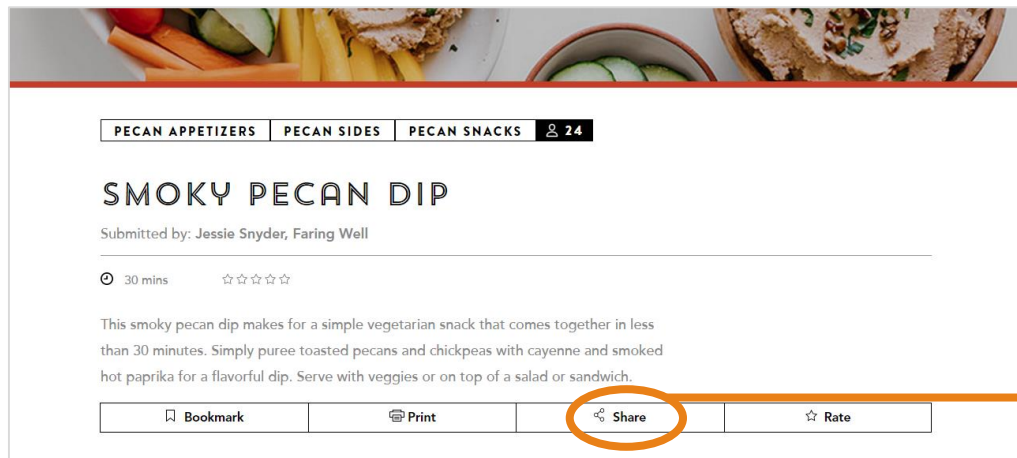
5. Before you save your pin, you can edit the pin's description by clicking the pencil icon. Here, you can add your own description to make the pin more personal before sharing with your followers.



HOW TO SHARE DIRECTLY FROM AMERICANPECAN.COM

You can share recipes directly from AmericanPecan.com to your Facebook, Twitter or Pinterest channels.

On each recipe, you will have the option to select the **Share** button.



After you select the **Share** button, you will see the options to share the post on Facebook, Twitter or Pinterest.



When you select the desired social icon, it will open a new window to create a social post. You will see a place to personalize the post before sharing with your followers, if desired.

ADDITIONAL TIPS



- Install the social media apps on your phone to have on-the-go access to your social profiles
 - The Repost for Instagram app is another helpful tool to have on your phone to allow on-the-go access
- Offer your perspective by customizing your post with questions or comments
- Adding hashtags is a great way to reach more people and contribute to the conservation around pecans. Hashtags – keywords or phrases following the # symbol – help users find related posts on a social media platform and allows your posts to be discovered by users don't follow you already.
 - **Suggested hashtags include: #NotJustPie #pecans #pecan**



@AmericanPecan



QUESTIONS?
CONTACT APC VIA SOCIAL

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