

Informing, Engaging, Entertaining and Inspiring California Avocado Fans via Social Media

The California Avocado Commission's (CAC) varied social media platforms — Instagram, Facebook, Pinterest, Snapchat, Twitter and The Scoop blog — provide the Commission with a means of informing, engaging, entertaining and inspiring its fans to seek out California avocados when and where available.

Each social media platform has a unique character and goals — some rely heavily on artistic photos and visuals, others on 140-character messages, or concise and informative articles — and therefore attract different audiences. Yet each social media channel presents an opportunity to emotionally connect with California avocado fans, provide them with relevant and engaging content, and build brand loyalty.

One of the benefits of utilizing social media is the ability to measure consumer engagement and then adjust social media strategies accordingly. Data from 2016 indicate that as CAC's social media strategies have evolved, the Commission has improved engagement with its targeted consumers. In 2016, the number of views on CAC's social media platforms increased by 300 percent and the level of engagement increased by 445 percent compared to 2015.

The Commission's evolved social media strategy in 2017 will strengthen CAC's emotional connections with fans via a series of integrated initiatives tailored specifically to the unique nature of each social media platform. The strategy will piggyback off the success of CAC's 2016 *Made of California* campaign — an initiative that celebrates everything endemic to the Golden State and positions California avocados as the perfect symbol of the California lifestyle. To distinguish CAC from a large and established social media foodie culture, the





Commission will share trusted trend-setting content, innovative recipes and eye-catching images that showcase the California food scene and the California avocado season.

Because the character and audience of each social media channel is unique, the Commission will continue to tailor content for each channel accordingly.

- Instagram is a visually-driven and artistic platform, so to cater to CAC’s foodie fans, the Commission will share only the highest quality engaging photos of California avocados and meals
- Facebook is the perfect channel for sharing CAC’s entertaining and easy-to-consume brand stories with a combination of photos, stories and links to The Scoop blog and the California avocado consumer website CaliforniaAvocado.com
- CAC’s Pinterest page appeals to visual, culinary storytellers, therefore CAC will make it easy for fans to access informative and useful culinary recipes and tips
- Snapchat allows users to share messages, images and videos for a short period of time. The Commission will leverage popular digital photography filters and lenses at branded events that allow California avocado fans to

creatively edit photos and share them with their friends

- Twitter is the ideal means of engaging in two-way, real-time dialogue with California avocado fans with precise, entertaining 140-character-or-less tweets on a frequent basis
- The Scoop blog provides a diverse range of informative, searchable content and recipes that inspire fans to expand their usage of California avocados while learning more about their favorite fruit and its season

To further differentiate California avocados within the social media food scene, the Commission will inject a new palette of California lifestyle colors into its social media imagery. These California-styled posts and images will be shared around specific holidays and events – like Coachella Valley Music and Arts Festival, California festivals and the first day of summer – and as needed as new consumer trends emerge on social media to take advantage of the swell in consumer interest.

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