Communicators Advocating Meat and Poultry (CAMP)

Join the movement.
In the 1980s, a popular shampoo featured a pretty woman saying **she told two friends about** Faberge Organic Shampoo, **who told two friends, who told two friends, and so on, and so on...** while her image multiplied on the screen.

That is not unlike social media. If a friend told two friends, who told two friends and this **repeated weekly, in three months, half a million people would hear the message.**
This is the principle underlying much of social media, which has exploded in recent years as a tool of entertainment, connection and persuasion. An interesting Tweet, Facebook post, Instagram photo or call to action can languish online – or spread like wildfire – depending upon the day and the interest it might generate, especially if it captures the attention of an influential person.

The meat industry saw this phenomenon play out even more rapidly with the 2012 controversy lean finely textured beef (LFTB). A blogger circulated a petition to ban LFTB in the school lunch trade. It caught the attention of a network news correspondent who reported about it on multiple occasions. The media coverage fed signatures on the petition and this, in turn, generated more media coverage. In just weeks, plants were closing as the public bought into the alarming claims about a safe and inspected product.

It’s noteworthy that a blog was at the root of the crisis. Research shows that blogs are among the most influential communications tools because they are perceived to be small, personal and honest. Blogs are more trusted than Facebook and Twitter, and these are more trusted today than news sites.

It is essential that the meat and poultry industry engage in the online conversations occurring now, that we do so in personal ways – and that we do it before a crisis hits. When a message needs to get out on social media, the communicator must have built lists of friends and followers in advance.
Researchers have documented that consumers’ willingness to extend trust to others has declined in recent decades. Consumers also are reluctant to extend “generalized trust” to people – the kind that presumes people in general are trustworthy. Rather, consumers today tend to extend “particularized trust” – the kind extended to those who they perceive to share their values, like the members of their church, school board, local community, political organization or civic group.

These social changes make it more important than ever that members of the meat and poultry industry communicate facts about the industry and our products within our own circles, where people trust us and where we stand a better chance of being heard. These communications can take the form of sharing materials on Facebook or Twitter, blogging as permitted.

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Online Services Most Likely to Influence a Purchase

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Retail Sites</td>
<td>56%</td>
</tr>
<tr>
<td>Brand Sites</td>
<td>34%</td>
</tr>
<tr>
<td>Blogs</td>
<td>31.1%</td>
</tr>
<tr>
<td>Facebook</td>
<td>30.8%</td>
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<tr>
<td>Groups/Forums</td>
<td>28%</td>
</tr>
<tr>
<td>YouTube</td>
<td>27%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>27%</td>
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<tr>
<td>Google +</td>
<td>20%</td>
</tr>
<tr>
<td>Online Magazines</td>
<td>20%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>12%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
</tr>
<tr>
<td>News Sites</td>
<td>7%</td>
</tr>
<tr>
<td>Instagram</td>
<td>3%</td>
</tr>
</tbody>
</table>
But if you aren’t a social media person, giving speeches to community groups or to schools can be just as powerful and effective, as can a thoughtful and informative response to questions that come up at social gatherings.

For some people, the prospect of communication may seem daunting. But with training and the right resources, industry members can be confident in their ability to function as an information resource to others.

Certainly, it is important to be mindful of any limitations or controls employers may place on your communications efforts. But by focusing on what you CAN do, you can be part of a group of motivated Communicators Advocating Meat and Poultry (CAMP) who aim to change views at the grass-roots level. And perhaps if you tell two friends, they will tell two friends, and they’ll each tell two friends and so on and so on and so on.
Getting Started

To become a CAMPer and attend the courses, simply complete the form at the end of this brochure and return it to NAMI.

Within ten days, you will receive a confirmation and a test email. You will receive urgent breaking alerts and quarterly memos detailing the efforts of fellow CAMPers and their suggestions from the field.

Social Media 101 – this class will provide instructions in creating Twitter and Facebook accounts and the basics of using them.

Social Media 202 – this class will teach participants how to build followers, increase online sharing and engagement.

Mini-Media Training – this one hour webinar reviews message development and interview skills and provides practical tips for media interviews.

Full Media Training – this four hour class offers tips on message development, interview skills and provides an opportunity to tape on camera interviews and receive feedback and critique.
Blogging 101 – this session teaches options for setting up a blog, various platforms available and general tips on how to make a blog interesting and generate readers.

Speaking to Kids – Participants learn skills to enter a classroom, scout event or other child-focused settings and speak in meaningful ways to children about meat and poultry and about their jobs. Session will cover resources available to help deliver fun presentations that will maintain children’s’ attention and help them retain information.

Speaking to the Community – Participants will learn what resources NAMI has available to help deliver meaningful talks to civic and community groups. Session will cover strategies for dealing with controversial questions and how to handle questions for which you may not have an answer.

All participants in the CAMP program will receive buttons that say “Got meat question? Ask me. I know meat!” and “Got meat question? Ask me. I’m a meat scientist!” These buttons help you engage with the public in settings like grocery stores. T-shirts also will be available upon request.

CAMP program members also will be invited to join a private Facebook group where resources and information will be shared.
Upcoming Webinar Courses

Email mschumpp@meatinstitute.org to register for webinars after filling out the form in the back of this brochure. All web courses are eastern standard time.

**SOCIAL MEDIA 101**
September 22, 2015 • 2 p.m.

**SOCIAL MEDIA 202**
October 14, 2015 • 2 p.m.

**MINI MEDIA TRAINING**
October 29, 2015 • 11 a.m.

**SPEAKING TO KIDS**
November 10, 2015 • 2 p.m.
(Combined with Speaking to the Community)

**SPEAKING TO THE COMMUNITY**
November 10, 2015 • 2 p.m.
(Combined with Speaking to Kids)

**BLOGGING 101**
November 19, 2015 • 11 a.m.

**FULL MEDIA TRAINING**
TBD
Recognition

Registered CAMPers will be recognized as:

**Bronze level** – active participants who have taken two classes.
Media training may be taken more than once.

**Silver level** – active participants who have taken four classes.
Media training may be taken more than once.

**Gold level** – active participants who have taken six classes.
Media training may be taken more than once.

**Platinum level** – active participants who have taken seven or more classes.
Media training may be taken more than once.

Status will be recognized through corresponding ribbons at NAMI conferences and events.

Final Word

Perceptions cannot be changed from the top down. Today’s social trends and consumer attitudes tell us clearly that grass-roots efforts are needed. Local voices like yours are credible, relevant and meaningful. Get involved in creating change. Become a Communicator Advocating Meat and Poultry today.
Get started changing views at the grass roots level.

CAMP Registration

*All registrations are subject to approval by NAMI.

Name __________________________________________________________
Title __________________________________________________________
Company _______________________________________________________
Address _________________________________________________________
________________________________________________________________
________________________________________________________________
Email ___________________________________________________________
Phone ___________________________________________________________
Twitter Handle ___________________________________________________
Facebook Page Link _____________________________________________
Blog Name _______________________________________________________
You Tube Channel _______________________________________________

☐ Yes! I am interested in receiving alerts about issues breaking in social media and about new resources available from NAMI.

Continued on back page ➔
I can contribute to the CAMP program in the following ways:

- Sharing materials on Twitter
- Sharing materials on Facebook
- Blogging about issues and resources
- Giving speeches to civic and business groups
- Giving speeches to local schools
- Sharing videos on my YouTube channel
- Submitting letters to the editor
- Submitting op-eds for placement in newspapers
- Speaking with media about topics that are relevant to me and my work. Note: we will never refer media directly to you. If you are willing to do media interviews, we will seek permission in advance before providing your name.
- Hosting media for informational tours
- Send a letter to my lawmaker on a timely topic using an online tool.

If you know your Congressional district, indicate it here:

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Clip out and send form to: CAMP Program, North American Meat Institute, 1150 Connecticut Ave, NW, Suite 1200 Washington, DC, 20036 or Fax 202/587-4300 or email a scanned copy to mschumpp@meatinstitute.org