



Create Digital Marketing Content that Stands Out

There are several steps to success leading up to the actual creation of content that will help your project run more smoothly. Review the marketing strategy below and *then* get busy creating content.

- 1. Set a goal.** For this contest, your goal is to create awareness about ethanol during Renewable Fuels Month in May. May is typically the kick-off to the summer driving season and has historically been a time Nebraska's renewable fuels industries have come together to highlight the importance of clean-burning biofuel options.

Each year, the Nebraska governor declares May as Renewable Fuels Month with a proclamation. This is also a time when Nebraska's biofuel organizations work together to promote biofuels, including Nebraska Ethanol Board, Renewable Fuels Nebraska, Nebraska Corn Board, and Nebraska Soybean Board. Check out these organizations' websites and social media channels for resources and inspiration.

- 2. Consider your audience.** Have you ever thought about the experience people have when they follow you on social media? Are they engaged and excited about Renewable Fuels Month as a result of your posts? Or are your posts the sort that they just scroll past on their way to other competing posts. Facebook, Instagram, Tik Tok...these social media platforms all have differing, but sometimes overlapping, audiences. Which demographic uses each platform? Learn more about the audiences' ethnicity, age, gender, etc.
- 3. Know contest rules.** Review these at ethanol.nebraska.gov/ag-in-the-classroom/fieldtofuel.
- 4. Get organized!** If you're working in a team, remember this is all about collaboration. Take time to brainstorm content ideas together in a positive way. This is also a great time to identify what skills each person can bring to the project (writing, editing, graphics, photography, project management, etc.) Then, assign topics, tasks, and due dates.

Print out a calendar or create an Excel document to keep track of the content for each day and the platform it is on. This will help when trying to execute your content.

- 5. Write content** - Now it's time to start creating content that stands out! Social media is one of those marketing strategies where having a plan is essential because of its public nature, complex algorithms, and a variety of audiences and uses.

For this contest, you are only required to submit five days of social media posts on at least two social platforms. However, we welcome projects that include up to a full month of digital marketing. The Nebraska Ethanol Board will use winning content on our social media platforms to promote Renewable Fuels Month.

While doing this project, it's important to work on this as if you will be the one posting the content, so when you are challenged to set up a social media campaign for a school group or future employer, you'll know professional best practices and feel more prepared.

- Do your research before putting content together. Who are the industry competitors? Who can use ethanol? How is it made? When you decide what topic(s) you want to highlight throughout Renewable Fuels Month, take time to become knowledgeable about the content.
- Identify the purpose of your post. This is a step beyond just bringing awareness to Renewable Fuels Month or ethanol. Use your content to share multiple messages and create graphics that tie it all together. Are you trying to find ways to increase your followers, so your content reaches more people? Are you trying to make people laugh? Do you have any posts that tell consumers where to access higher blends? Are you hoping to educate young drivers on how to select higher blends at the pump? Have you redirected your audience to the Nebraska Ethanol Board's social media posts?
- Strive for excellence! Content that includes incorrect information, misspellings, or poor-quality images cannot be used on Nebraska Ethanol Board's social media or websites. Build trust by using correct facts, citing sources, and linking to credible websites.
- Repurpose content for multiple social media platforms.
- Include a graphic or picture with your posts to make them more impactful and to catch people's attention. The human brain can remember a familiar object in only 100 milliseconds, making images the ideal way to communicate in today's short-attention world. Relevant images allows you to earn attention, build loyalty, deliver vital information, and improve engagement.
- Take your own photos and use content creation tools (think Canva) to create memes, facts, or infographics. Please look at the Nebraska Ethanol Board's Renewable Fuels Month graphics on our social media posts *before* creating your content to ensure your branding is cohesive.
- Why is cohesive (unified/fits well together) branding important? Your branding is the first thing your customers will experience and will help them to form an opinion on what you're about. When branding matches across all platforms, it looks more professional and trustworthy. Below are a few examples of the Nebraska Ethanol Board's Renewable Fuels Month branding.



giveaway

Celebrate #RenewableFuels all month by participating in our trivia contests and promotions each Thursday during May. Follow the Nebraska Ethanol Board and Nebraska Corn Board on social media to get started!



WHAT ARE RENEWABLE FUELS MADE OF?

FIRST GENERATION		FOOD-RELATED SOURCES
SECOND GENERATION		NON-FOOD SOURCES
THIRD GENERATION		ALGAE
FOURTH GENERATION		OTHER SOURCES



- Use a positive voice and tone when writing and consider your words and graphics *before* posting. It's OK and recommended to ask someone to review your work. Could the materials be construed as inappropriate or offensive to anyone?

What are social media platforms?

A media platform is a service, site, or method that delivers media to an audience. Its functions are to deliver, but also sometimes to allow for feedback, discussion, or sharing. Facebook, LinkedIn, YouTube, your local newspaper, network TV etc., are media platform outlets. When you just share on one platform, you're missing an opportunity to reach audiences who are following you elsewhere.

What are different types of social media content?

- Facts
- Relevant news/current industry news
- Questions
- Contests
- Video or a video series
- Podcast
- Interviews
- Infographics
- Host an "ask me anything" livestream with an expert
- Ethanol spotlights. Is there a fuel retailer, ethanol plant, or corn farmer in your community? Share via video their connection to ethanol.
- Get creative! Is your content about filling up with ethanol when you travel? Create a playlist of songs to further engage readers.
- Show drivers how to choose ethanol at the pump and how much money it will save them!

Final steps!

Complete the Field to Fuel entry form (**ensure writing is legible or typed**) and submit it along with your Renewable Fuels Month content to jessica.sodeke@nebraska.gov.