

# Tik Tok should be your number two platform, consultant says

At the same time, he admits that social media is a “dumpster fire” that requires sifting through the noise to find what you need

**BY LISA BOONSTOPPEL**  
Ontario Farmer

**N**aheed Somji is a self-confessed social media addict who believes artificial intelligence is the future. He says 75 per cent of buyers use social media to support their purchase decisions.

“It goes beyond views and likes to purchasing decisions...it is your revenue being influenced by social media,” said Somji, a digital marketing and social media consulting who was at the annual conference of the Canadian Farm Builders

Association held in Stratford on April 23 to discuss the state of social media for businesses.

“We tend to think of social media as cute dances and pictures of cats but with the right content, there is revenue to be influenced there,” he said.

He admits, though, that social media is a “dumpster fire” that requires sifting through the noise to find what you need. Recognizing that farm builders are more a niche market than, say, selling jewelry, Somji said it’s even more important to be specific and find the right platform...and X (Twitter) is not it.

“This is nothing against Elon Musk. It’s that X is a platform you can only do well on if you have the time. I will go out on a limb and say you do not have the time,” said Somji. “It can be a highly engaging platform but you have to be social and be a

character on it all the time.”

LinkedIn is the opposite. Somji said farm builders “should absolutely be on it” because content stays on the feed much longer, creating more exposure. The half-life of a tweet in 2023 was 24 minutes. Material on LinkedIn stays up for about a day. However, your profile needs to be good and updated. “Just uploading a photo every 10 years is not great. People care what you do and you can generate business from their natural curiosity.”

Somji shared an example of one of his posts. It only generated 45 likes but one of the comments requested a meeting. “Getting a one-to-one interaction for a potential new speaking engagement is pretty good,” he said.

Somji also spoke about Facebook, saying people spend about 30 minutes a day scrolling this social media site. “There is still attention on this program. I would say Facebook is ‘holding on’ which is about the nicest thing I can say,” he said. Facebook is good for businesses if your audience is older and content is more detailed.

Facebook algorithms are very sophisticated and their advertising platforms are “especially complex” because they want you to invest on their platform. “With Meta, Facebook makes it easy to spend and waste your money,” said Somji. “You have to ask if it is really getting you business or is it just appealing to your vanity with the numbers you reach. Boosted posts give you reach and vanity. Don’t boost.”

However, if you fine tune your content and advertising to a specific audience in a specific area, then Facebook can be a useful marketing tool.



**Somji was videotaping his entire talk with his phone on a stand. He said he’ll take cuts from the talk and make a dozen posts from it, bunching the task so that he has content for weeks**

The biggest opportunity missed for business in TikTok. “It’s a massive platform now and is the future of content,” believes Somji. The average person spends 60 minutes a day on TikTok which is why TikTok should be everyone’s number two platform. He suggested using trending audios which gives your content a boost. Videos don’t need to be fancy or overly edited. “I just use my phone. It’s not perfect but it’s quick and easy.”

In fact, Somji was videotaping his entire talk with his phone on a stand. He said he’ll take cuts from the talk and make a dozen posts from it, bunching the task so that he has content for weeks. He does recommend investing in a bluetooth microphone and said you can get a decent one for as little as \$50.

When thinking about what kind of content to create, Somji said “people care how the sausage is made.” They are curious and want to learn. Content people care about stuff they do not know. Viewers also like to be entertained. They can detect if someone is authentic so be real. They also appreciate a “face” whether that be yours or someone you hire to be the face of your business.

People also enjoy before and afters, bullet point messaging and sitting down with a microphone and answering questions.

As he ended his talk, Somji said he knows that marketing business on social media will not be most farm builder’s forte. “I don’t expect you to be experts. But if you can do a content creation day, that will save time. And if you don’t want to do any of it, you can reach out for help and get people to create content for you.”

The platform Somji really believes in is Instagram. “It has the most attention from people of all demographics. It’s not a young or old person’s platform.”

Video content such as reels perform really well. Somji also recommended “keeping your logo active”, his original idea which means posting three to five times a week on Instagram stories to get the “pink ring” around your profile. Instagram algorithms all work on recency. When you post regularly, the system pushes your profile to the front of the feed if there is new content. When you post links, you can get free traffic from Instagram to your website as well.

The shift in thinking is not likes and views, but clicks. “Clicks lead to your platform and lead to dollars and cents,” he said.

**JCB LOADALLS**

NEW, DEMO, USED

- 24 JCB 525-60 AG+, Loaded, New
- 24 JCB 505-20 Cab, 5.5K, 20' Lift New
- 24 JCB 542-70AGS, 9K, 23' Lift, A/C, Ride
- 24 JCB 542-70AG+, 2 Available
- 24 JCB TM220, TM320 and TM420 New
- 17 JCB 541-70AG, 9K, 23' Lift, 2900Hrs
- 14 JCB 509-42, Cab, 9000lbs, 42' Lift - 2 available
- 14 JCB 510-56, Cab, 10000lbs, 56' Lift
- 20 JCB 560-80AGS, 4100HRS
- 06 JCB 426HT HI-LIFT, AG TIRES

JCB TM420, 145HP, Q-FIT, HEAVY DUTY AXLES AND BOOM. 3 MODELS AVAIL-TM220, 320 & 420

“CANADA’S LONGEST SERVING FULL LINE JCB DEALER”

**ADVANCE JCB**

WATERLOO, ON - 607 Colby Drive | HARRISTON, ON - 6297 Rd 109S  
(519) 742-5878 | www.advanceequipment.net | (519) 510-5878

Custom Premium & More  
**S.M.I.**  
Build And Transport

FEED AND COMMODITIES SPECIALISTS

MAKING YOUR OWN FEED?

LET US COMPARE PRICES

TEXT OR CALL  
**519-625-8219**

SPOT PRICES OR BOOKINGS

ONE STOP SHOP FOR QUALITY INGREDIENTS

- SOY
- CANOLA
- DDGS
- WHEAT
- BARLEY
- SALT
- MAIZE
- BARLEY
- MILKED
- PREMIX
- AMINO
- ACIDS

THE HANNOVER | JARED VANZIT  
JEFF SPARLING

## Tail biting increases with low-protein hog diets

**T**ail biting increases if hogs are on a low-protein ration, reports veterinarian Hannah Jansen of Southwest Ontario Veterinary Services.

She outlines her work on a posting on the Swineweb internet site.

Pigs that are fed low protein diets may spend increased amounts of time investigating their environment and foraging for food in an effort to find what they are lacking, she said. On the other hand, lowering protein is associated with reduced rates of diarrhea among newly-weaned hogs.

When environmental enrichment is very poor the pigs may increasingly redirect their behaviours towards pen mates. If the act of “nibbling” on a penmate should happen to produce some blood the pigs will become very interested in the blood since it can be an easy source of amino acids and other nutrients that are missing from the

diet, Jansen wrote,

They found that:

- Hogs on a low-protein diet had a lower feed intake, growth, and gain-to-feed ratio, and were more active than hogs on a normal ration or those on a low-protein diet supplemented with amino acids

- Those on the low-protein diet interacted most often with enrichment materials, such as hanging ropes and chains and straw they could chew

- Low-protein pigs showed more tail biting
- Adding amino acids and extra toys reduced tail biting in the starter phase, but did not help in grower or finisher

Dr. Jansen said this study done in the Netherlands confirms previous findings that pigs that are fed low crude protein rations can be at greater risk of tail biting behaviour.

**Fairs, Festivals & Events**

**BOOK ONE AD - GET THE NEXT WEEK 1/2 PRICE!**  
(Based on the same size ad)

- FAIR EVENTS • CULTURAL FESTIVALS
- CAR & TRUCK SHOWS • TRACTOR PULLS
- HERITAGE DAYS • HOMECOMING

These all qualify for special rates in Ontario Farmer weekly newspaper  
Ad Submission Deadline - Tuesday 4pm prior to Tuesday's publication

**CONTACT**  
Cindy 519-319-1189 - cdempsey@postmedia.com  
Pam 519-319-2176 - pharrower@postmedia.com

don't miss this OPPORTUNITY  
**ADVERTISE YOUR EVENT**  
Farmer