



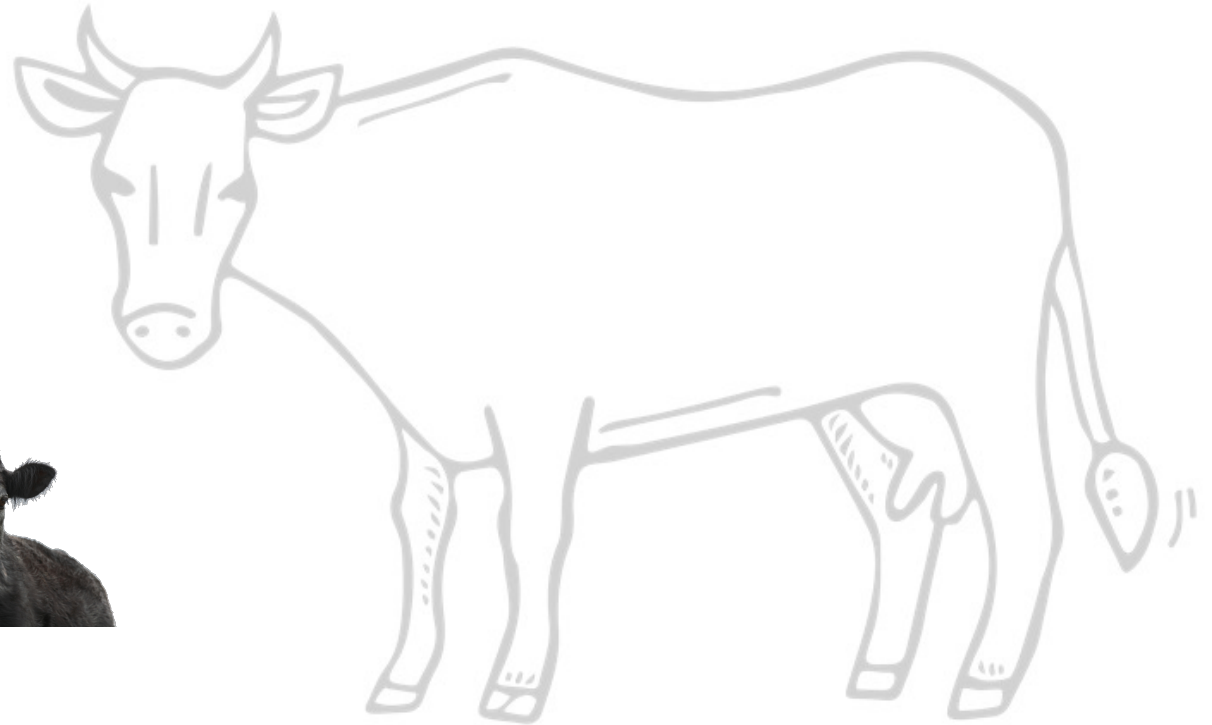
Harper Adams
University



Building a social media presence: how to do it well and unexpected pitfalls

Prof. Jude L. Capper

11th November 2021



Education Partner:



#VetShow

Organised By:  CloserStill

COM

When I was 15, I was a vegan

Prof. Jude Capper

@bovidiva



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University



Source: Created by Dr. Jude L. Capper, 2021.

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What do I care about?



Instagram



🔒 bovidiva ▾



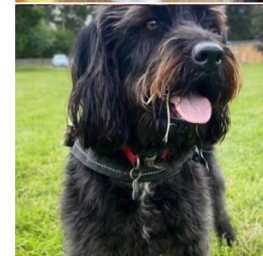
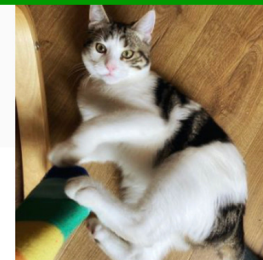
1,677
Posts

1,137
Followers

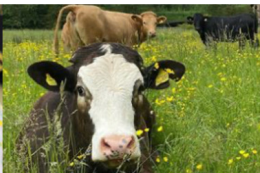
916
Following

Dr Jude Capper 🐄 🐑 she/her

Mum * Breast cancer survivor (2x) * Runner * Rugby *
Livestock Sustainability Consultant * Professor of
Sustainable Beef and Sheep at HAU *



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Source: Created by Dr. Jude L. Capper, 2021.



Prof. Jude Capper

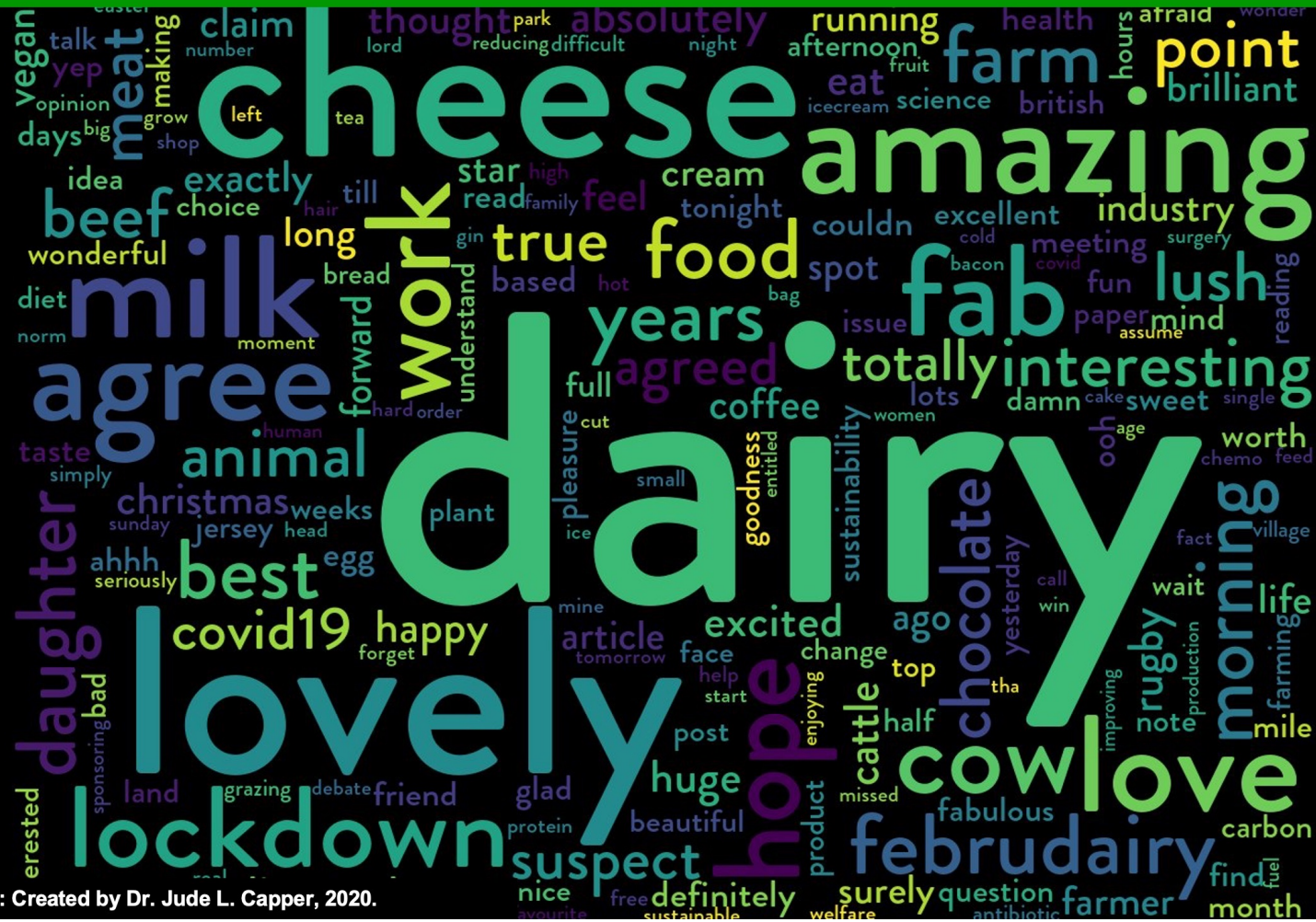
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What do I care about?



Source: Created by Dr. Jude L. Capper, 2020.

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B

Market share for plant-based meat/dairy alternatives is growing

Tesco sets 300% sales target for plant-based alternatives to meat

In UK first, supermarket's five-year commitment aims to offer more sustainable options



A 300% sales target is impressive... yet the magnitude of the results depends on the (2018) baseline

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@bovidiva



Source: Created by Dr. Jude L. Capper, 2020. Screenshot from: The Guardian (2020). <https://www.theguardian.com/business/2020/sep/29/tesco-set-300-per-cent-sales-target-for-plant-based-alternatives-to-meat>





D
Is the rise in plant-based food sales related to consumer demand?



Lockdown preparations in local food hall indicate that dairy may be a priority for many panic-buyers

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Source: Created and photo by Dr. Jude L. Capper, 2020

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Do 582,538 Veganuary participants amount to more than a hill of beans?

**JOIN THE
NEW YEAR'S
REVOLUTION**



- Slightly smaller than the population of Sheffield
- If all participants were UK-based they would comprise <1% of the UK population
- Average of 2,787 per participating country
- 62% of participants already vegan, vegetarian or pescatarian

Source: Created by Dr. Jude L. Capper, 2021. Information from: <https://veganuary.com/>

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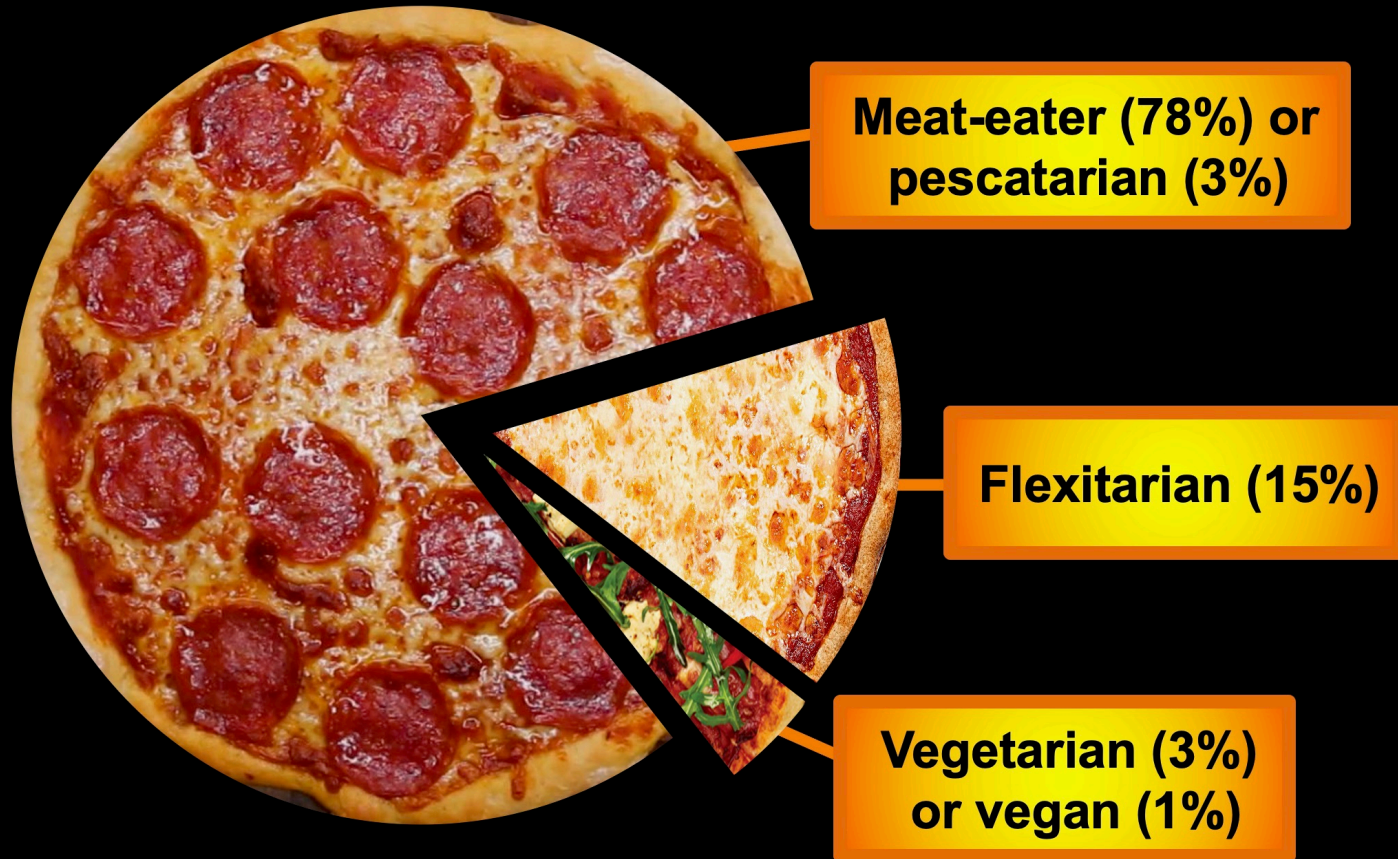


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B

The future probably isn't vegan, but it may be flexitarian?



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Source: Created by Dr. Jude L. Capper, 2020. Data from: YouGov (2019) Is the future of food flexitarian?
<https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian> Question: "Which, if any, of these best describes your usual eating habits?" Results adjusted for people who answered "don't know" (3%) or "other" (3%).

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Guilt is a primary motivator for people considering going vegetarian or vegan

"I sometimes feel guilty when consuming meat and dairy products"

66% of meat-eaters and flexitarians thinking of giving up meat said "yes" compared to 25% of national population

**No guilt
34%**

**Feel guilty
66%**



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Source: Created by Dr. Jude L. Capper, 2020. Information from: YouGov (2019) Is the future of food flexitarian?
<https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian>

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Welfare, health and environmental concerns are paramount for people giving up dairy

Animal welfare

Healthiness

Environment

Labelling

Economic cost



Source: Created by Dr. Jude L. Capper, 2021. Information from: YouGov (2019) Is the future of food flexitarian?
<https://yougov.co.uk/topics/resources/articles-reports/2019/03/18/future-food-flexitarian>

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Attractively presented misinformation can be difficult to counter

**the leading cause
of climate change**



*So much is being emitted that life
on Earth is collapsing!*



get.plant.ed Is animal agriculture responsible for 87% of annual greenhouse gases? A new study by [@climatehealers](#) says yes! When accounting for cumulative human-made greenhouse gas, aerosol emissions and the impact of deforestation, the scientists found that animal agriculture is responsible for more global warming than all the CO₂ from fossil fuel sources combined. This contradicts other reports that claim animal agriculture only causes 14.5% of greenhouse gases. Either way, the consensus is that animal agriculture is unsustainable, and switching to a plant-based diet is the most effective action you can take to help the planet

Source: Slide created by Dr. Jude L. Capper, 2021.
Screenshot from [@get.plant.ed](#) on Instagram.



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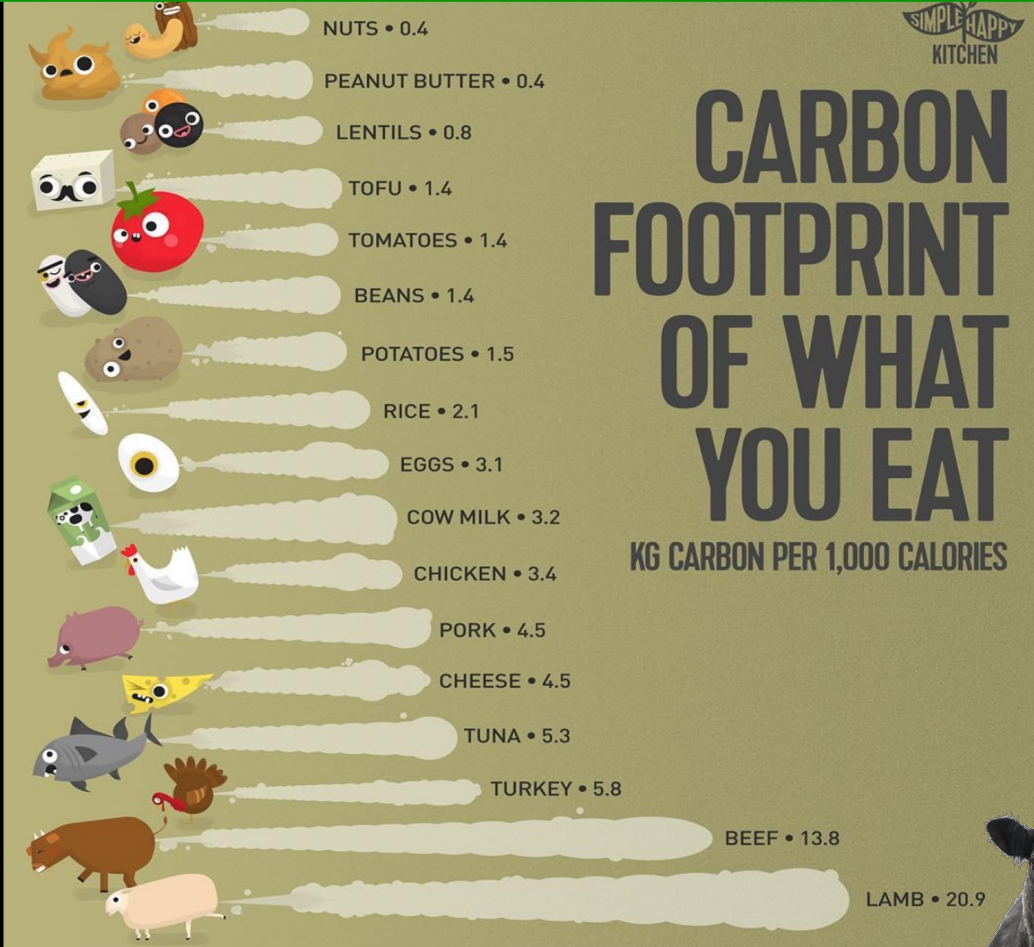


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B

Global averages are meaningless

The carbon footprints of the foods we eat vary considerably – global average figures are inappropriate when food production is regional



Source: Created by Dr. Jude L. Capper, 2020, infographic from: https://www.instagram.com/simple_happy_kitchen/

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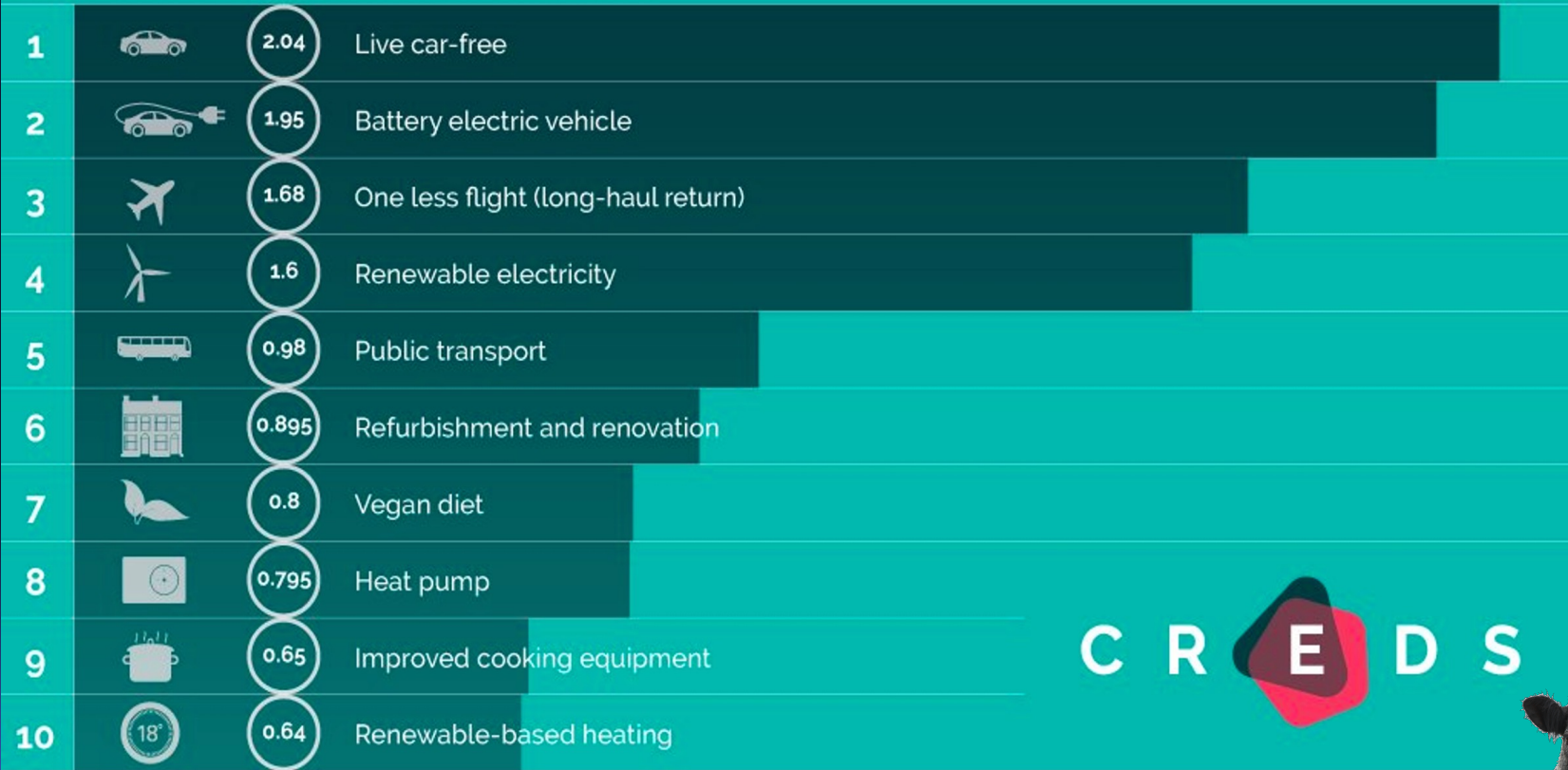
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CV

New CREDS report puts transport, energy and food choices into context

Top 10 options for reducing your carbon footprint



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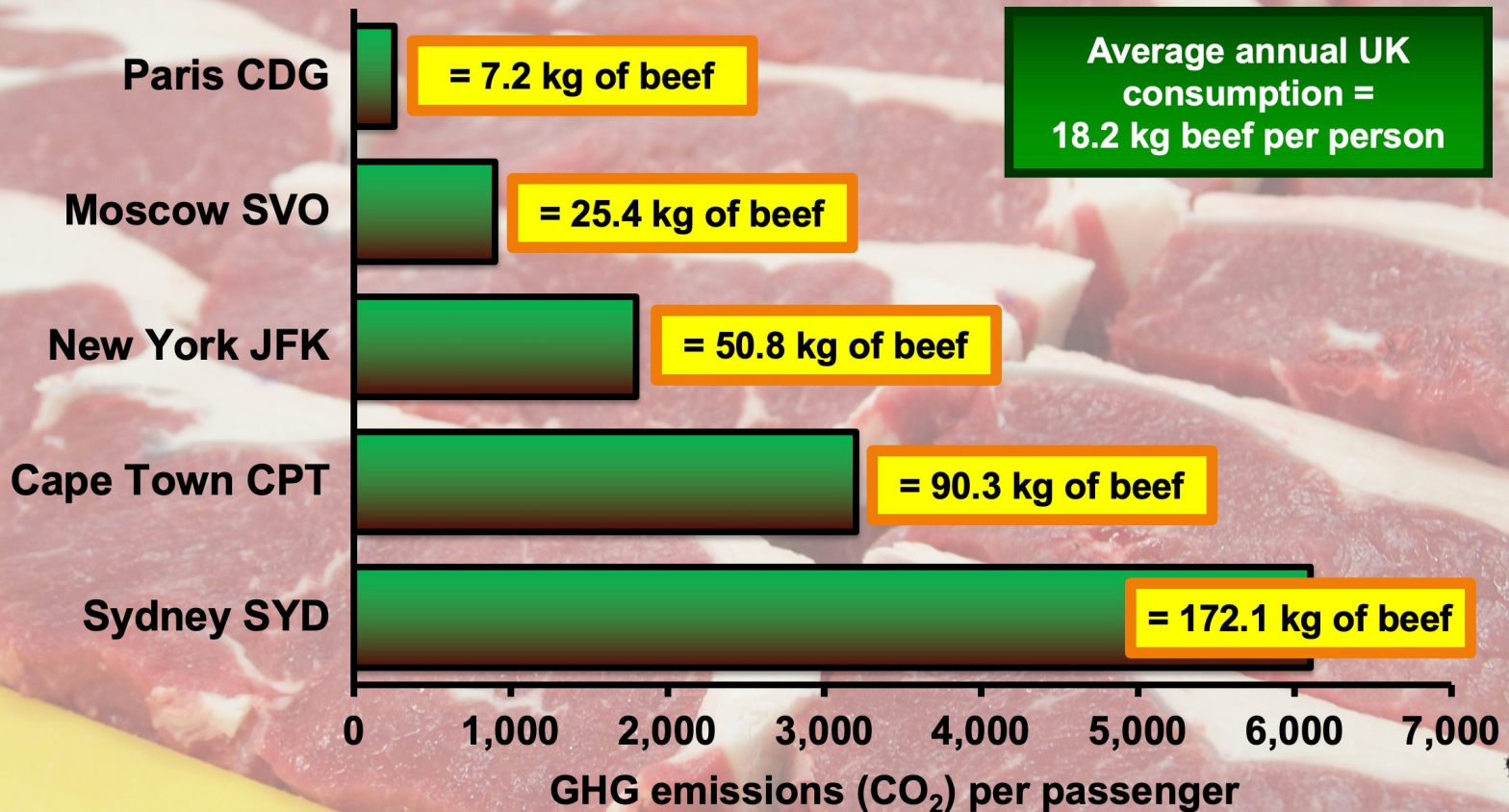
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Source: Created by Dr. Jude L. Capper, 2020. . Infographic adapted from Centre for Research into Energy Demand Solutions (2020). Available at: https://twitter.com/CREDS_UK/status/1262984570175176704?s=20



CV

International flights emit considerable quantities of carbon compared to beef production



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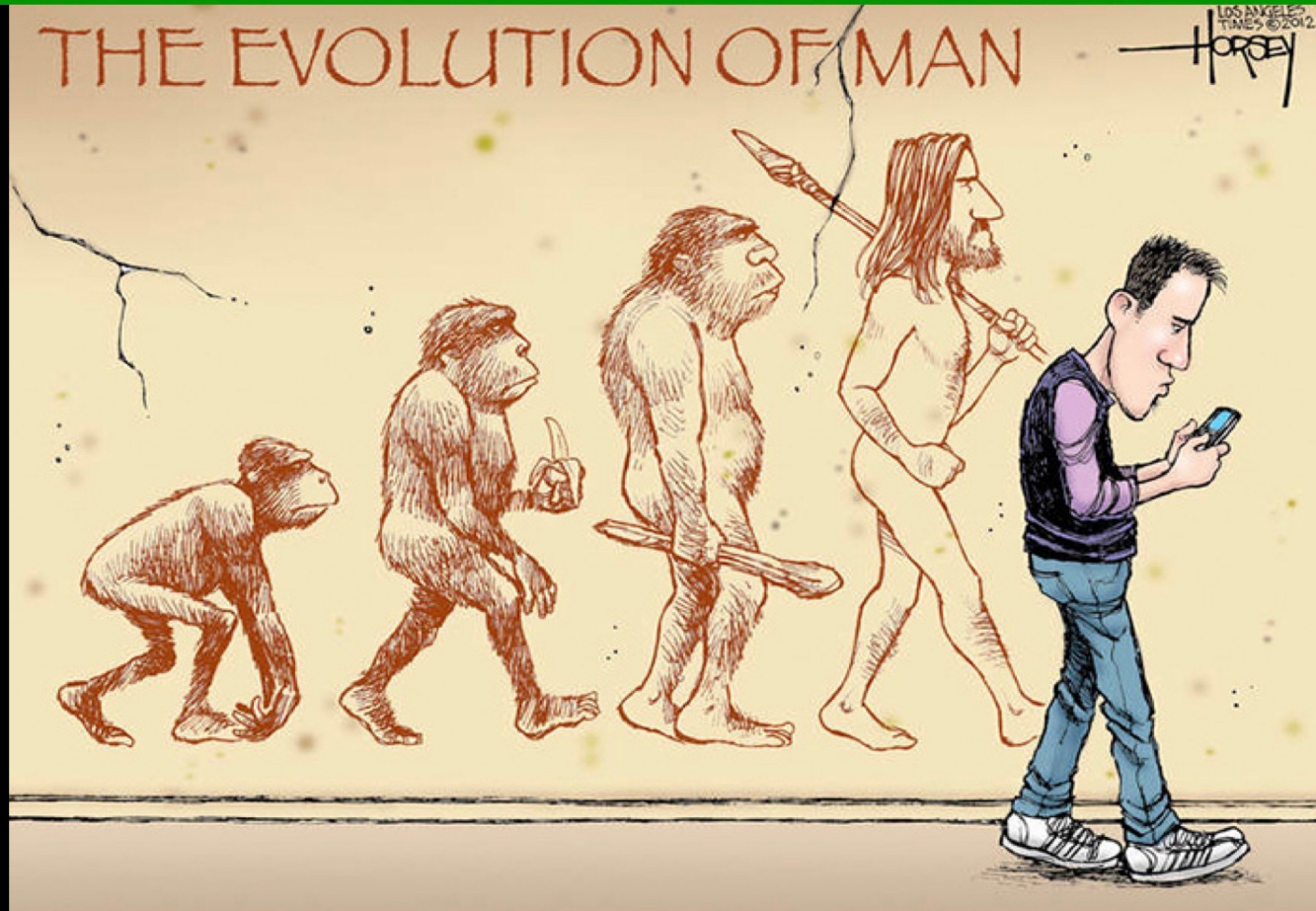
Source: Created by Dr. Jude L. Capper, 2020. Calculations based on GHG emissions flight data from: https://co2.myclimate.org/en/flight_calculators/new, and on a carbon footprint per kg of boneless beef of 35.5 kg CO₂-eq (under GWP100) from AHDB: http://beefandlamb.ahdb.org.uk/wp-content/uploads/2013/05/p_cp_down_to_earth300112.pdf

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How have we changed over time?



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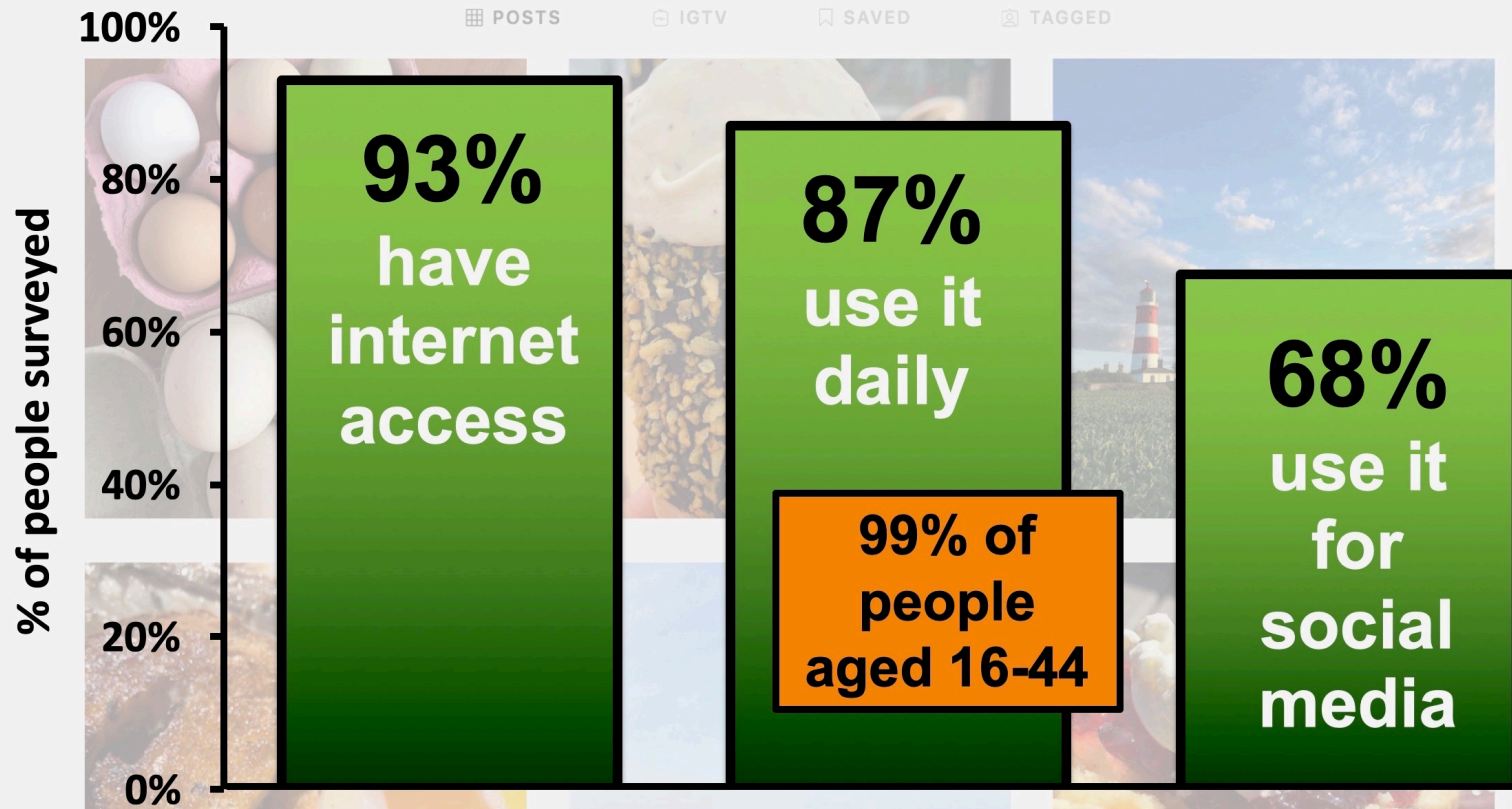
Source: Created by Dr. Jude L. Capper, 2019. Cartoon from: https://static.boredpanda.com/blog/wp-content/uploads/2016/02/funny-satirical-evolution-charles-darwin-day-251_700.jpg

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The internet has become an integral part of our lives



Source: Created by Dr. Jude L. Capper, 2019. Data from: Office of National Statistics. 2019. Internet access – households and individuals, Great Britain: 2019. <https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2019>

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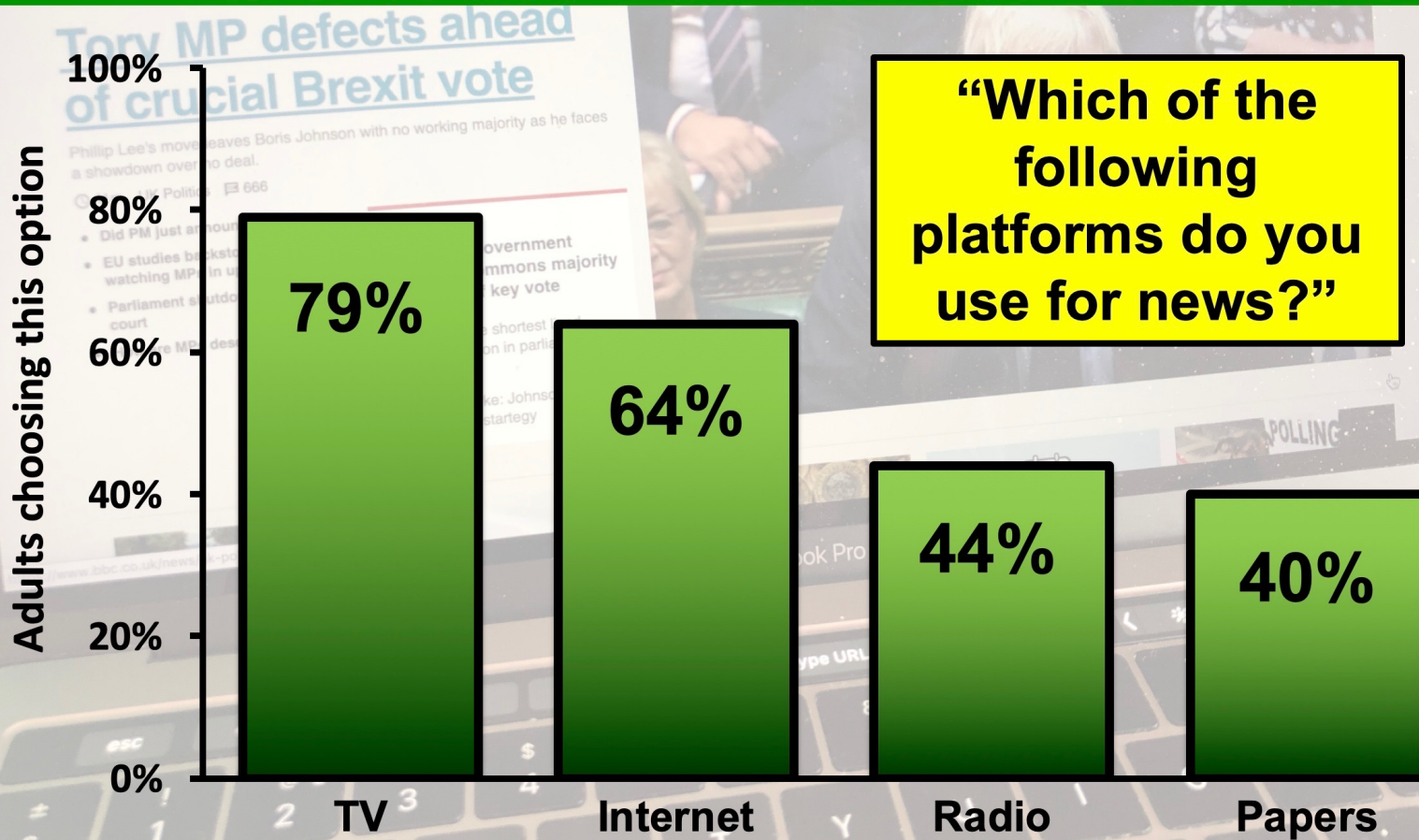


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TV is still the most popular news source – but the internet is not far behind



Source: Created by Dr. Jude L. Capper, 2019. Data from: Ofcom. 2019. News Consumption in the UK: 2018. Available at: https://www.ofcom.org.uk/data/assets/pdf_file/0024/116529/news-consumption-2018.pdf

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There's a social media site for everybody

Networking?

Consumer interaction?

What do you want from social media?

Brand building?

Friends and family?

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@bovidiva



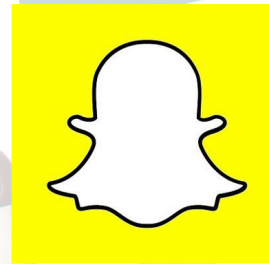
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Source: Created by Dr. Jude L. Capper, 2021. Illustration from: https://makeawebsitehub.com/wp-content/uploads/2016/04/social_media.jpg

COM

There's a social media site for everybody



Make sure you pick the right one!



Prof. Jude Capper

@bovidiva



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Source: Created by Dr. Jude L. Capper, 2021. Illustration from: <https://makeawebsitehub.com/wp-content/uploads/2016/04/social-media.jpg>

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Think before you post!

Is it true?

Is it kind?

Is it necessary?

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Source: Created by Dr. Jude L. Capper, 2019. Illustration from: https://makeawebsitehub.com/wp-content/uploads/2016/04/social_media.jpg

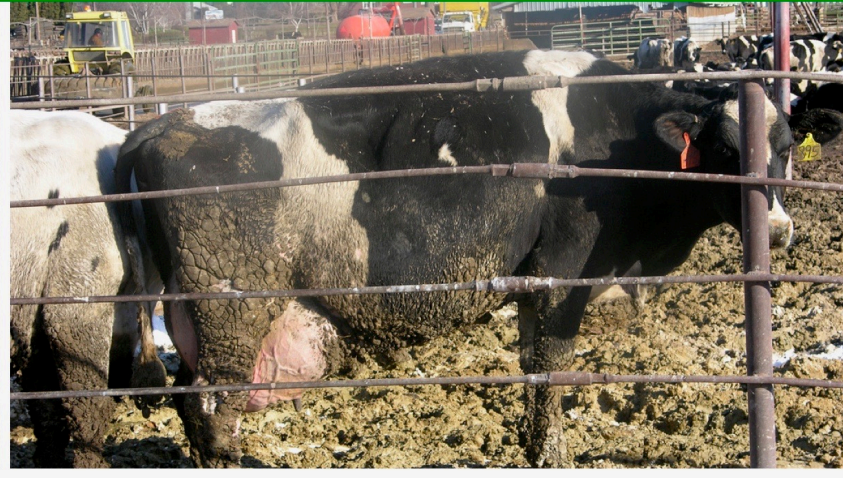
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The livestock industry has an image problem

Prof. Jude Capper
@bovidiva



Source: Created by Dr. Jude L. Capper, 2017. Photos from: <http://www.peta.org/mediacenter/ads/Outdoor-Ads.aspx> and https://www.farmsanctuary.org/wp-content/uploads/2012/06/pigs6_300_1.jpg and <http://www.mirror.co.uk/news/uk-news/secret-film-exposes-chicken-factory-1338652> and <https://i.pinimg.com/originals/15/47/d8/1547d811547d829276b7fb82122dfe295ba0e55.jpg>

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Showing that we are making industry-wide positive changes will improve consumer trust

Prof. Jude Capper
@bovidiva



Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Instagram.



ciwf • Follow
United Kingdom



ciwf Is there such thing as too cute? We think we might have found it... 😍 🐄

In case you've missed it, we also wanted to share some good news. In the UK @morrison's are making moves to stop male dairy calves being killed at birth, and to stop them being exported from the UK too. Instead they will be making sure that they are raised in the UK in higher welfare conditions. We believe that once born all farm animals should be able to have a life worth living, so steps like these are really important and help to reduce suffering.



439 likes

1 DAY AGO



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Do we believe all that we read/see?

Prof. Jude Capper
@bovidiva



Source: Created by Dr. Jude L. Capper, 2019. Photo from: <https://s27107.pcdn.co/wp-content/uploads/2018/03/harvest-1.jpg>

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Do we believe all that we read/see?



TRACEY ALISON
@TRACEYALISON1

Follow



This calf is about to be killed with a bolt gun.
Give a [redacted] & go #vegan



Prof. Jude Capper
@bovidiva



Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.

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Do we believe all that we read/see?



Kirsty
@Dairy_is_scary

Rape rack



Prof. Jude Capper
@bovidiva



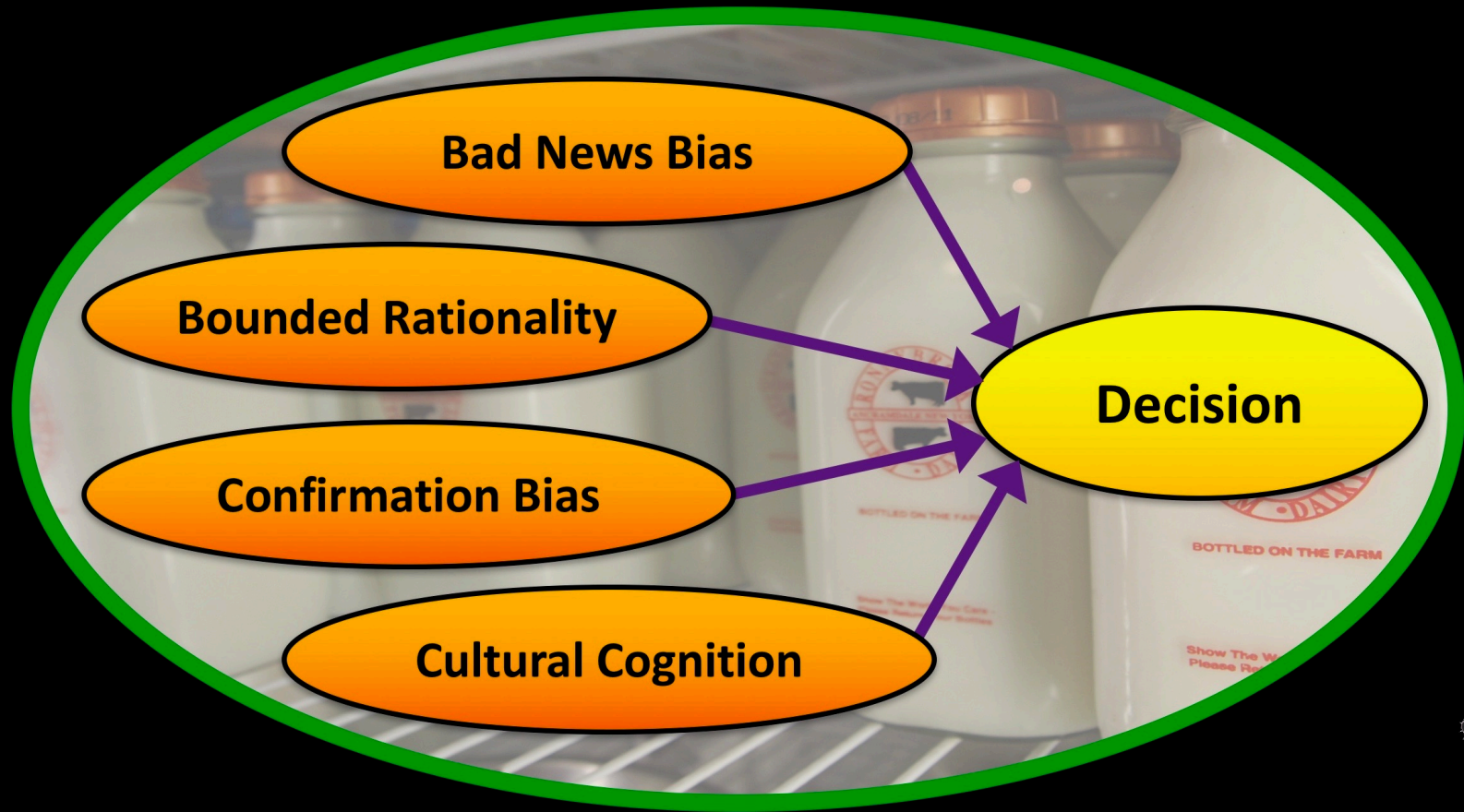
Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.

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Four major processes influence consumer decision-making



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@bovidiva



Harper Adams University

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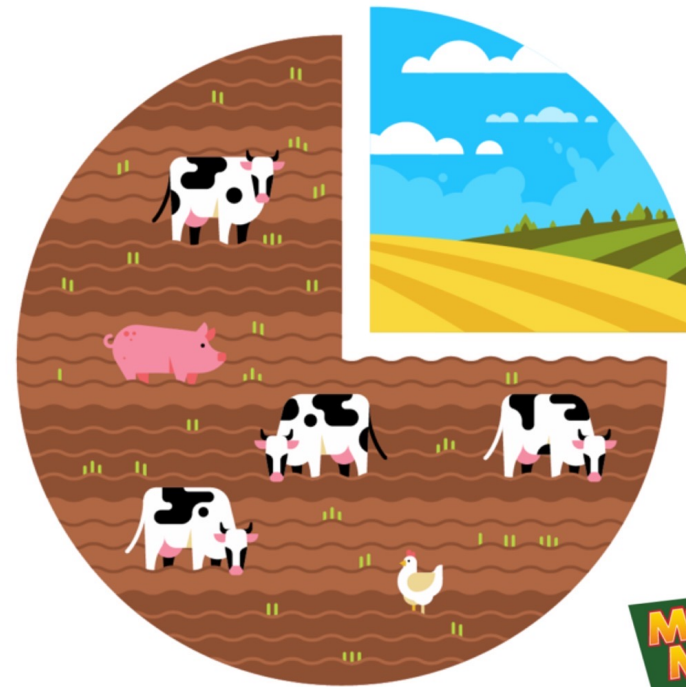
Source: Created by Dr. Jude L. Capper, 2017. Information from: Capper and Yancey (2015). Communicating Animal Science to the General Public. *Animal Frontiers*.

COM

Bad news bias – need five positive stories to cancel out each negative

We are programmed to believe bad news stories. Tidal wave of factual information needed to overcome them.

LIVESTOCK PRODUCTION USES 75% OF THE EARTH'S AGRICULTURAL LAND.



MEATLESS MONDAY



Prof. Jude Capper @bovidiva



Source: Created by Dr. Jude L. Capper, 2020. Infographic from: <https://www.pinterest.co.uk/pin/254383078939543245/>

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S

Can we grow human food crops everywhere?

Prof. Jude Capper

@bovidiva



Source: Created by Dr. Jude L. Capper, 2021

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Can we grow human food crops everywhere?



Prof. Jude Capper

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**Harper Adams
University**

Source: Created by Dr. Jude L. Capper, 2021

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65% of UK land is not suitable for growing arable crops



Prof. Jude Capper @bovidiva



Source: Created by Dr. Jude L. Capper, 2020. Grazing land includes temporary grass on arable land (6% of total), land used for outdoor pigs or non-agricultural purposes not shown (1.7% of total). Data from DEFRA. 2019. Farming statistics - provisional crop areas, yields and livestock population at 1 June 2019 – United Kingdom.

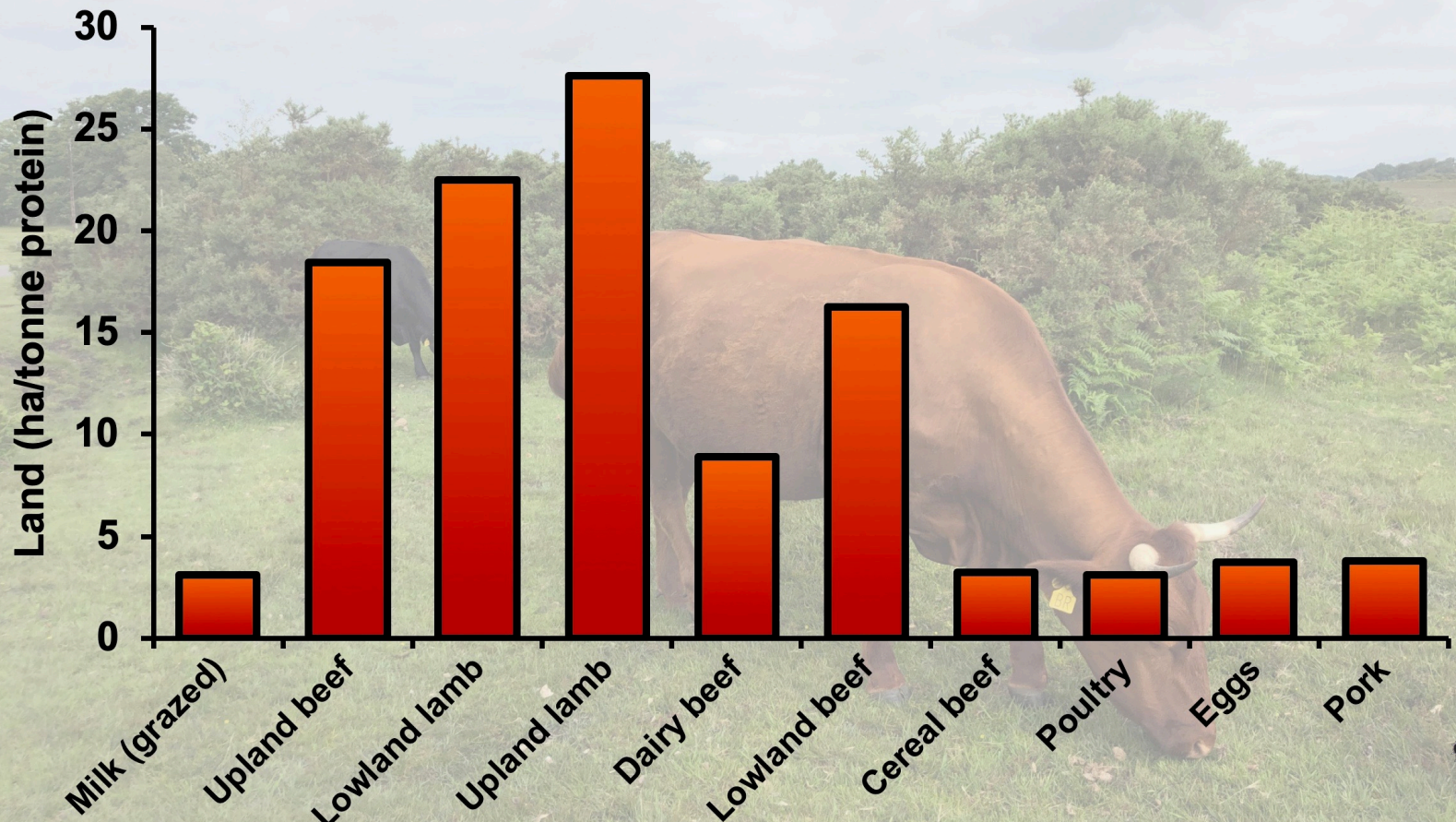
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/837834/structure-jun2019prov-UK-10oct19.pdf

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s

Livestock systems vary widely in land use



Source: Created by Dr. Jude L. Capper, 2020; data from Wilkinson and Lee (2018) Review: Use of human-edible animal feeds by ruminant livestock *Animal*.

Prof. Jude Capper

@bovidiva

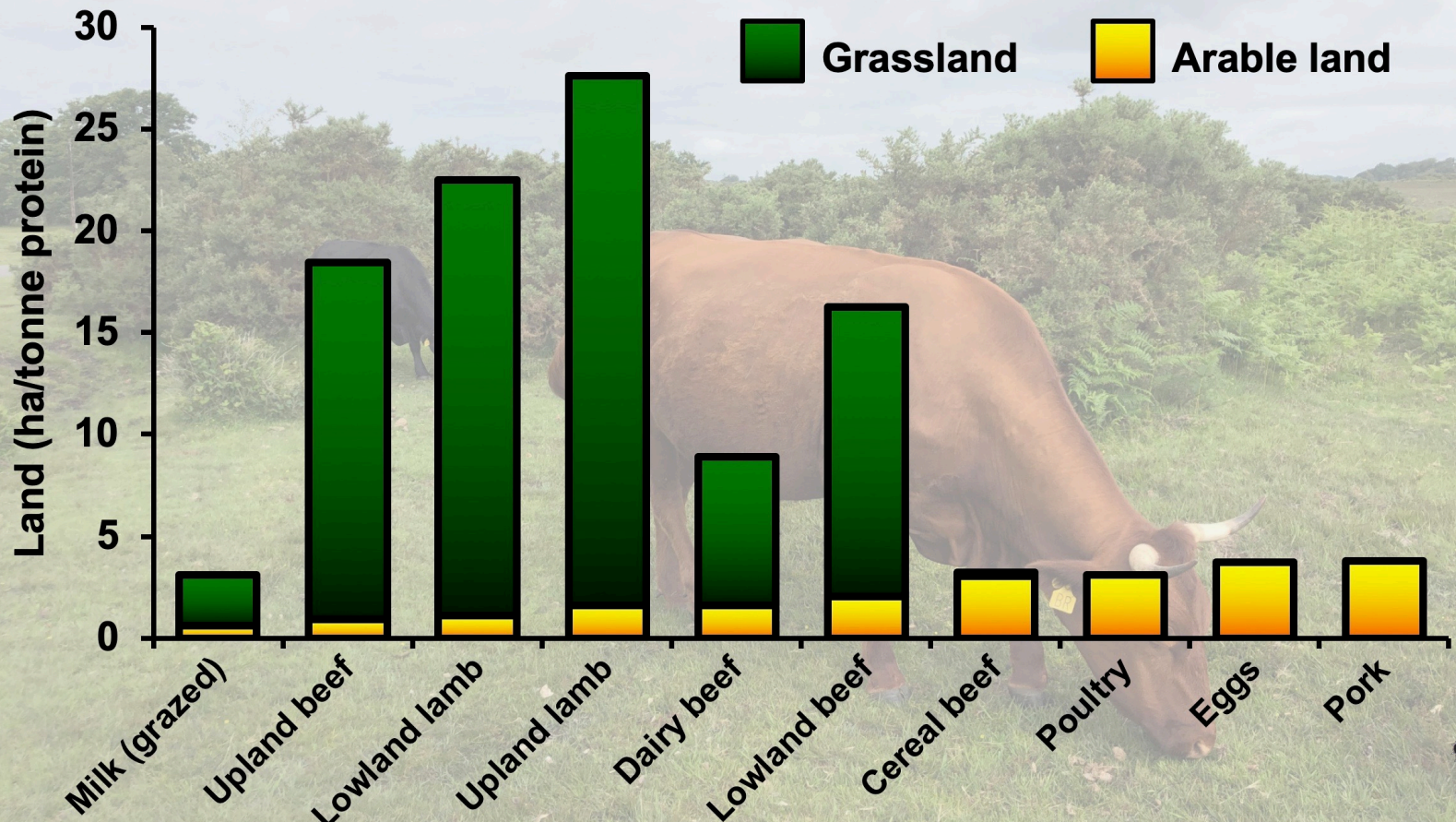


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s

Livestock systems vary widely in arable and grassland use



Source: Created by Dr. Jude L. Capper, 2020; data from Wilkinson and Lee (2018) Review: Use of human-edible animal feeds by ruminant livestock Animal.

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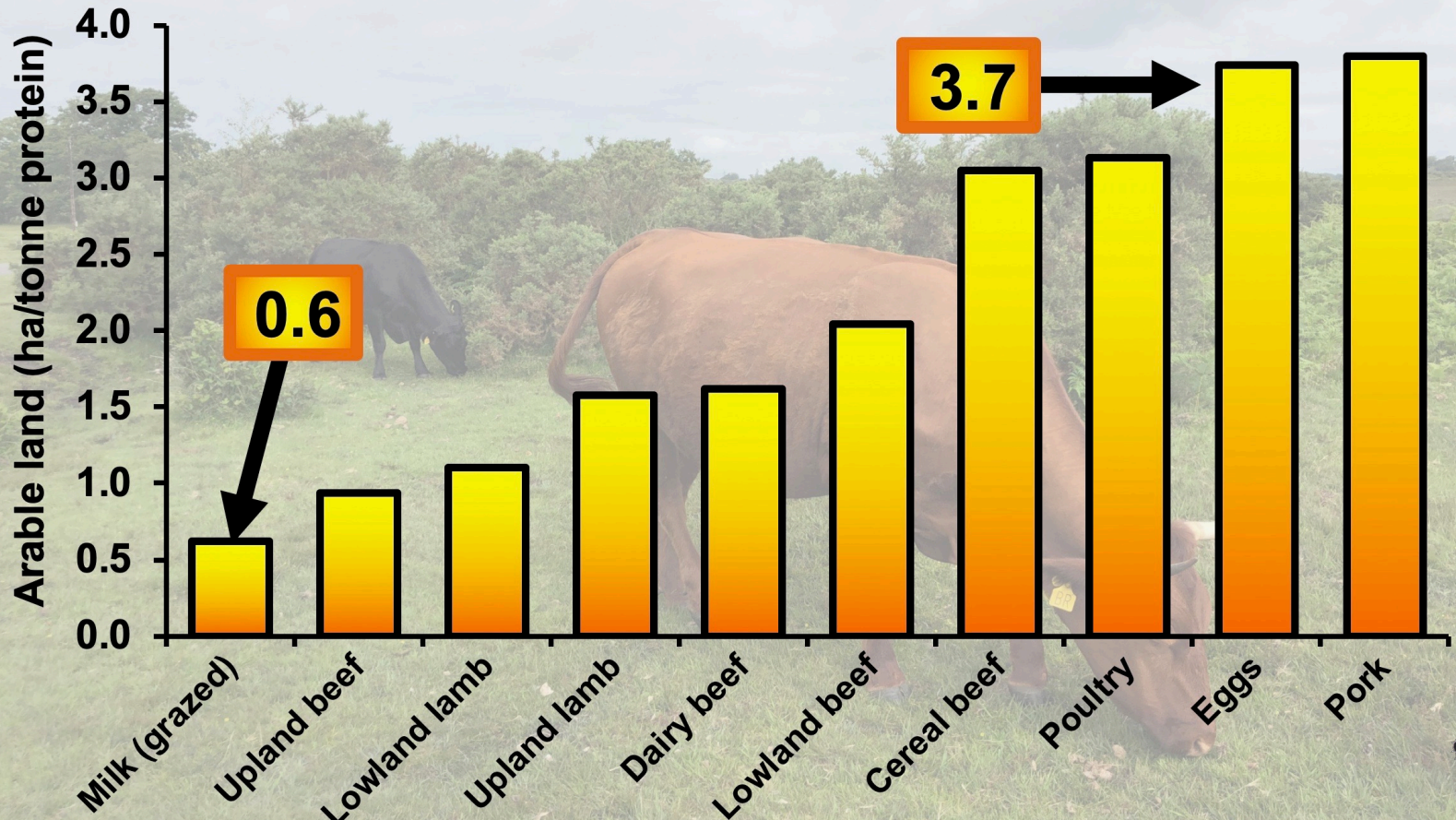


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S

Livestock systems vary widely in arable land use



Source: Created by Dr. Jude L. Capper, 2020; data from Wilkinson and Lee (2018) Review: Use of human-edible animal feeds by ruminant livestock Animal.

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S

Grazed land provides much more than food

- Landscape maintenance
- Carbon sequestration
- Wildlife biodiversity
- Water filtration
- Silviculture
- Recreation
- Tourism

Prof. Jude Capper

@bovidiva



Source: Created by and photo by Dr. Jude L. Capper, 2020

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s

Livestock are a vital resource in developing regions



Prof. Jude Capper

@bovidiva



Source: Created by Dr. Jude L. Capper, 2021

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Livestock are a vital resource in developing regions



"For me, Send a Cow is everything"

Source: Created by Dr. Jude L. Capper, 2021. Photo from Send a Cow (2018) <https://www.sendacow.org/blog/for-me-send-a-cow-is-everything>



Prof. Jude Capper
@bovidiva



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Livestock are a vital resource in developing regions



“I started secondary school without a petticoat; that cow bought me my first petticoat. I cannot forget that.”

"For me, Send a Cow is everything"

Source: Created by Dr. Jude L. Capper, 2021. Photo from Send a Cow (2018) <https://www.sendacow.org/blog/for-me-send-a-cow-is-everything>



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Bounded rationality - we don't have time to research, so need quick, simple explanations

Based on the average UK diet

30%

of our protein intake comes from red meat...

...which is vital for our body's growth, maintenance and muscle recovery!



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@bovidiva



Harper Adams University

Source: Created by Dr. Jude L. Capper, 2020. Infographic from HCC (2020): <https://meatpromotion.wales/en/news-industry-info/download>

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Confirmation bias – tapping into consumers' inherent beliefs to improve trust

Prof. Jude Capper

@bovidiva



Consumers may interpret bottle-feeding a calf as caring or cruel, depending on pre-conceived ideas

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Source: Created by Dr. Jude L. Capper, 2020.

COM

Cultural cognition – we trust people with whom we share values and wish to emulate

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@bovidiva



England rugby player credited <3 week recovery from broken leg to drinking 2 pints of milk per day

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from: <http://www.telegraph.co.uk/rugby-union/2017/02/02/england-prop-joe-marler-reveals-secret-behind-his-remarkable/>

The Telegraph

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Rugby Union | Fixtures | Results | Tables | Lions | Aviva Premiership | Brian Moore

Home > Sport > Rugby Union

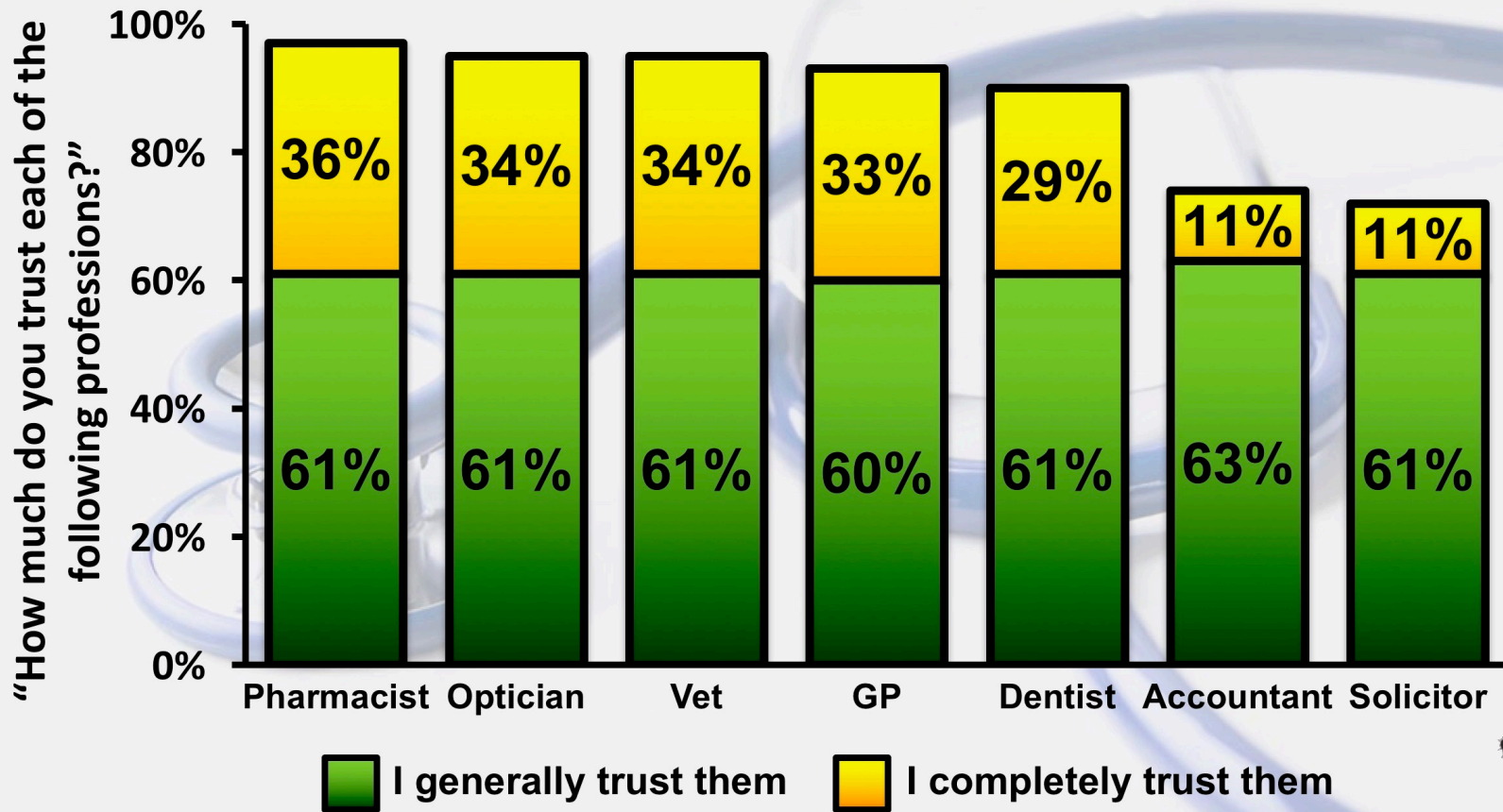
England prop Joe Marler reveals the secret behind his remarkable recovery in time for Six Nations



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Consumer trust in the veterinary profession is extremely high



Prof. Jude Capper

@bovidiva



Harper Adams University

Source: Created by Dr. Jude L. Capper, 2017. Data from: Vet Futures (2015) [https://www.vetfutures.org.uk/download/surveys-filebase/Public trust in the professions.pdf](https://www.vetfutures.org.uk/download/surveys-filebase/Public%20trust%20in%20the%20professions.pdf)

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5 easy tips for positive communication

Share your values

Stay positive, polite and personal

Keep it short, simple and see-through

Focus on the important

Know when to walk away

Prof. Jude Capper

@bovidiva



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Source: Created by Dr. Jude L. Capper, 2019. Adapted from: Capper and Yancey. 2015. Communicating Animal Science to the General Public. *Animal Frontiers*.

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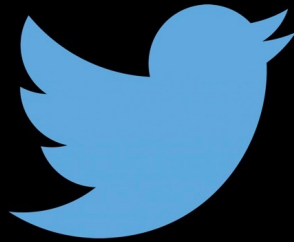
Share your values – in a positive manner

Prof. Jude Capper

@bovidiva



Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.com



Phil Nash

@PhilNash2

Replying to @CallananDarragh @Bovidiva and 6 others

We nurture our cows, give them the best food, bedding and comfort in order that they're free of stress, fear and discomfort. Regardless of what you feel motivates us, the vast majority of Farmers do it because they love their animals ❤️ (more than they love their family!)

2:26 PM - 30 Jan 2018

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COM

Be respectful



Moonmoon Glitterkiss
@buatharfuath



I'm a vegan and I live in a farming community. No amount of talking or "education" made the fact that the cows who were no longer "useful" were brought to slaughter.

16/01/2018, 23:09

Prof. Jude Capper
@bovidiva



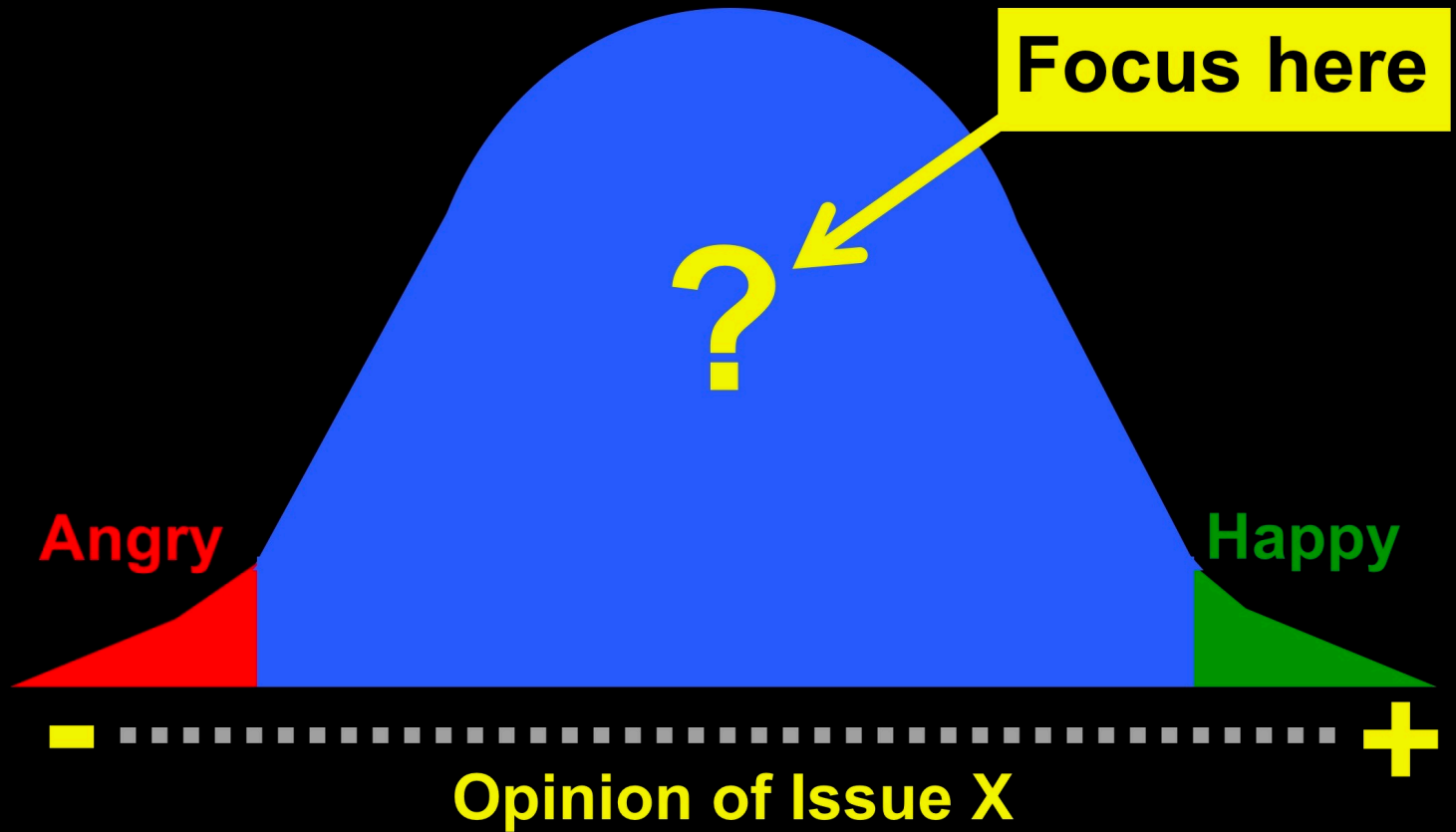
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Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.com

COM

We need to communicate with consumers who don't yet have fixed opinions of agriculture



Prof. Jude Capper
@bovidiva



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Source: Created by Dr. Jude L. Capper, 2017

COM

Know when to walk away



Phillectual

@phillectual

@Bovidiva Why would someone who had breast cancer consume #dairy? WTF? Don't be shocked when the cancer comes back, lol.

We got the science, more and more people wake up every day, your psychopathic industry is slowly dying - and we can't wait for it to be gone. Go #vegan.

8:33 PM - 28 Jan 2018

Prof. Jude Capper

@bovidiva



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University

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Source: Created by Dr. Jude L. Capper, 2021. Screenshot from Twitter.com

COM

Having a social media presence isn't all fun and games...

Prof. Jude Capper
@bovidiva



Source: Created by Dr. Jude L. Capper, 2019. Photo from Twitter.com

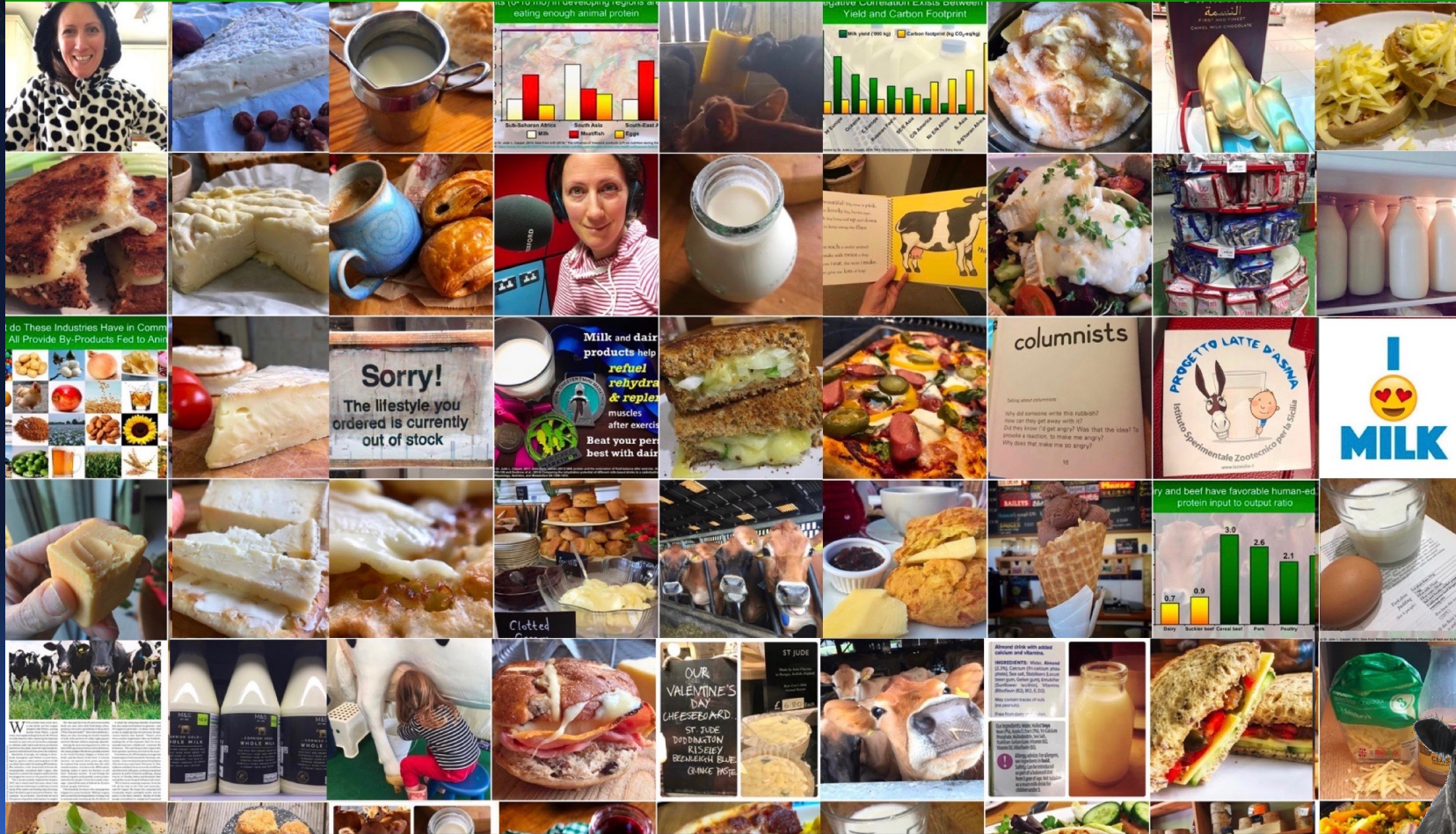
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It's easy to be positive about dairy

Prof. Jude Capper
@bovidiva



Source: Created by and photos from Dr. Jude L. Capper, 2019.

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B

Thank you!

jcapper@harper-adams.ac.uk

<http://bovidiva.com/presentationlinks>

Prof. Jude Capper

@bovidiva



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Questions?



Source: Created by Dr. Jude L. Capper, 2020. Cartoon from: <http://snipurl.com/methanecartoon>