***Certified Angus Beef ®* brand February ’14 Social Media Initiative**

**Theme:** “Love At First Bite”

* **Blog series –** posts on Tuesdays and Thursdays beginning January 21-February 13.
  + Date night home cooking featuring middle meats and brand recipes
    - Retail angle: Thursday posts feature bloggers creating date night at home; preparing a CAB recipe with photos of prep and perhaps the table setting; direct to “Where to Buy”; provide links in newsletter and tag random retailers on FB/Twitter
  + Date night fine dining featuring a few of our favorite restaurants around the country
* FS angle: Tuesday posts feature restaurants: El Gaucho, Red Cleveland, Prime Hospitality Group (photos, menu, quotes from staff/chef/owner); promote Where to Buy “restaurant finder” on website
* **Pinterest –** create Valentine board featuring romantic dining ideas/tips/recipes/restaurants
* **Facebook –** weekly posts; giveaways beginning Feb. 5
  + Feature images to direct consumers to blog
  + Wednesday giveaways – “Valentine Sizzler” packages;
  + Big giveaway Valentine week
* **Twitter** 
  + Promote posts and giveaways
  + Tweet Chat – Tuesday, Feb. 11, noon to 1 p.m. Contact partners on Twitter to promote to their audiences. Info gathering chat for us, chance to express their wants/likes/needs for consumers. Will provide links to promote the brand and provide additional info/tools to participants. Will award a prize to random participant.
    - Q1: What is your favorite beef cut to order and/or prepare and why do you love it?
    - Q2: How do you like your steak cooked? (Promote degrees of doneness links)
    - Q3: When dining out, what things keep you coming back to a restaurant? (promote where to buy links)
    - Q4: How often do you prepare steaks at home and how do you cook them – grill, oven, stovetop? (promote videos)
    - Q5: Will you be dining out or cooking at home on Valentine’s Day? (promote where to buy and recipe links)

**Needs:**

* Choose featured cuts and/or recipes – (JS/JK/MC list by 1/6)
* Create calendar for submission and post deadlines – (JK to team 1/10)
* Create graphics for SM and web tile – (JK info to Joyce 1/3 for deadline 1/20)
* Create Pinterest boards – (JS/JK by 1/21)
* Organize Twitter party to be held week of 2/10/14 – JK
* Grand finale recipe: Michael –surf and turf preparation