

# FROM RANCH TO REEL:



## Understanding What Drives Viral Beef-Related Instagram Content

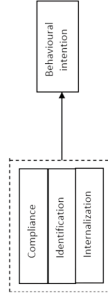
Allyson A. Spears, Theresa P. Murphrey, Dara M. Wald, Kim Dooley, Audrey P. McElroy

### Introduction

- SMIs in the beef industry act as grassroots communicators
- Bridge between experts and the public through storytelling
- Instagram is a robust platform for connection and visibility
- **Purpose:** Investigate factors that influencers believe contribute to the creation and spread of viral beef-related content and understand content strategy

### Theoretical Framework

- Opinion Leadership & Social Influence Theory

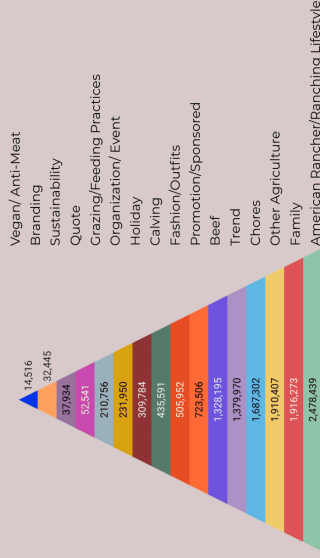


### Methods



### Findings

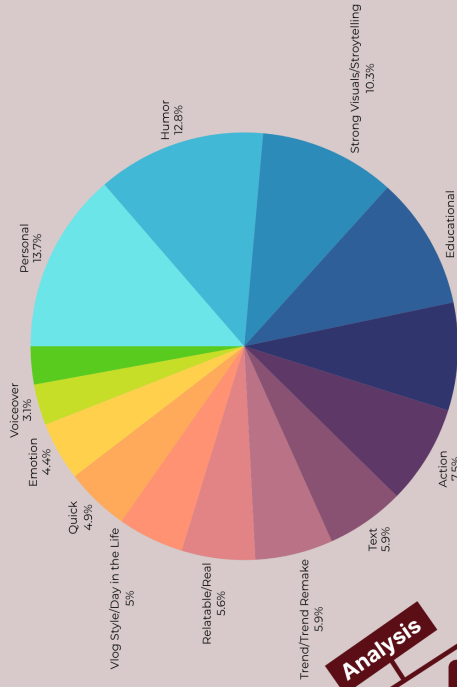
#### Content Categories & Factors



#### Beef Imagery Matters



#### Reels Drive Engagement



### Conclusions & Impact

- Influencers = trusted voices that preserve tradition and connect consumers to ranching
- Virality is built on reliability, storytelling, and trust
- Effective strategies: value-based storytelling, authenticity, and short-form video
- Industry, educators, and communicators should adapt by training on influencer-informed strategies

### Recommendations

- Provide influencers with strategic tools and training
- Encourage collaboration between industry organizations and SMIs
- Develop communication strategies around progressive audience engagement
- Integrate influencer strategies into communication curricula

### Future Research

- Comparative research on influencers critical of agriculture
- Exploration of follower perspectives
- Longitudinal studies on influencer evolution



Abstract, References, & Contact Information