



## **Social Media – Tools, Tips and Tricks**

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October 2010

This presentation was funded in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

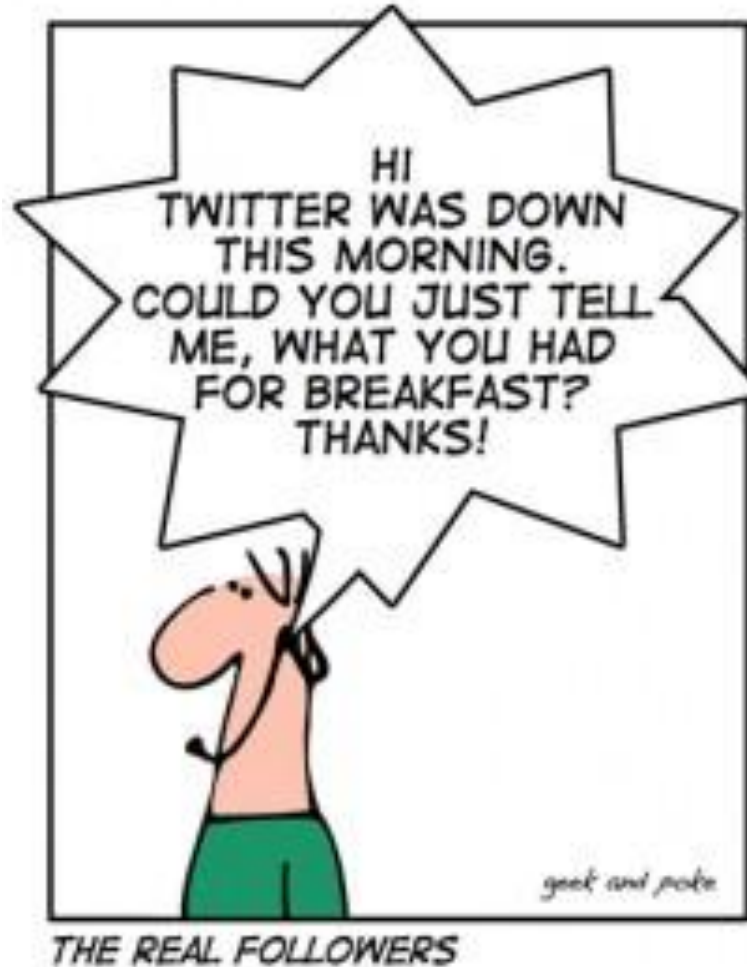
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# Social media - what's the point?



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# Some quick facts

- Facebook:
  - 500 million users, 55 minutes per day
- Twitter:
  - 190 million Twitter users monthly, 65 million tweets per day
- Blogs:
  - 126 million blogs worldwide, 1.4 million new blog posts daily

# Who's using social media anyway?

- The answers may surprise you...
  - 37 – average age of social media users
  - Almost half of all internet users age 50 – 64 use social media
  - In the last year: 88% increase in number of 50 – 64 year olds who use social media to update their status
  - Time spent on social networking sites increased from 3 hours to 5.5 hours per month in past year – 82% increase!

# Who's using social media

- 90% of Canadian orgs use social media
- Study of Fortune 500 companies, Feb 23 2010:
  - 22% (108) have blogs, of which 86% (93) are linked to a Twitter account
  - 35% (173) have active Twitter account, 50% have a Twitter account
  - As a sector, insurance industry has most Twitter accounts (13)

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# Popular tools

- Twitter
- Facebook
- Blogs
- LinkedIn
- Video (YouTube, Blip)
- Social bookmarking (Reditt, Digg, Stumble Upon)
- Location-based networking

# Before you start...

- Social media is not for everyone – passion is key
- Know your audience and their preferences
- Engage, engage, engage
- Quality is more important than quantity
- Don't expect results overnight
- The internet is in ink, not pencil
- If you're going to do it, commit and do it well

# Blogging

- How often should I blog?
  - Blog when you have something to say
  - People will spread awesome
- What should I write about?
  - Watch the morning news – localize a national news story
  - Twitter Trends
  - Evergreen content
  - Opinions

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# Blogging

- Make it easy for people to get your content
  - Email subscribe, RSS feeds
  - Include share, print and PDF buttons
  - Link to Twitter and Facebook accounts to publish your feed



# Blogging

- What do I do about comments?
  - General recommendation – make it easy for people to engage and interact
  - Don't make them wait for approval
  - Monitor comments and respond back
  - Criticism is ok, a@#hole is not
- Measure of the effectiveness of your content

# Blogging

- How do I get found?
  - Search engine optimization
    - Use key words in titles and texts
    - Sometimes a catchy title will still bring them in
- <http://www.foodandfarmingcanada.com/2010/05/12/whats-wrong-with-this-picture/>



# Twitter

- Sharing info in 140 characters or less – real time – what’s happening where you are?

*(This is what 140 characters look like. You can offer an opinion, add a URL, give an update from your farm. RT, @ or add a tag e.g. #agchat.)*



# Twitter

- Twitter has taken us from 24 hour news cycle to 1440 minute news cycle
- Not everyone should be on Twitter
- Twitter should be a conversation, not just one-way shooting out of information

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# Getting started

- Sign up at [twitter.com](https://twitter.com)
- Pick a “handle” that is easy to remember, easy for people to find
  - Name vs. organization
  - @ Onfarmanimal vs. @DanaMcCauley
  - @foodandfarming vs. @lilianschaer
  - @CanadianBeef

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# Getting started

- Fill out your profile
- Find people to follow
- Start tweeting
- Twitter lingo:
  - Followers, RTs, DM
  - Hashtags - #farm #food #ag #BWE10

[www.twitter.com/foodandfarming](http://www.twitter.com/foodandfarming)

<http://twitter.com/CanadianBeef>

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# Twitter tools and tips

- Tweet Deck, Hoot Suite, Seesmic, Twitterberry
- Use an URL shortener:
  - <http://www.foodandfarmingcanada.com/2010/10/15/unlocking-the-potential-of-soy-proteins/> = <http://bit.ly/ahwBHU>
  - Bit.ly.com <http://bit.ly/>
- Keep tweets short to allow for easy RT
- When there are multiple RTs
- Thanking





# Twitter tools and tips

- Tweet comments, articles, replies
  - You decide how much personal you're comfortable with
- Monitor what others are saying about you, your issues, your industry
- Use lists to manage your followers
- To follow or not to follow?
- Automated DMs

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facebook

# Facebook

- Since 2004, 500 million active users globally
- Over 5 billion pieces of content shared each week (photos, links, news stories, blogs, notes etc)
- Social, groups, fan pages, ads, apps, games
- Scrabulous? FarmVille?

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facebook

# Facebook

- It's about who you know
- Brand or fan pages vs. groups
- Use photos and videos
- Allow visitors to write on your wall, post content
- Identify yourself as the name/face behind a fan page
- Top pages: celebrities, brands

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facebook

# Facebook

- Use the discussion section
- Mix up your content and post regularly
- Link to your Twitter feed
- Use Facebook widgets to promote
- Personalize your address
  - <http://www.facebook.com/pristinegourmet#!/pages/Pristine-Gourmet/177698936516>

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# Six Facebook Page Tips

- Make your profile stand out – be informative and creative
- Interact with your visitors
- Visit other pages and fan them
- Create a Facebook Event
- Use Facebook ads or badges to promote
- Use apps – easy to share content etc.

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# What's next

- Mobile, mobile, mobile
  - For ...
    - Social networking
    - Banking, shopping etc via apps
    - News and information

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# What's next

- Location-based networking
  - Foursquare, Facebook Places, Whrrl, Double Dutch, TriOut
  - Building a network around where you are or what you're doing – not who you know
  - Providing content based on location

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# What's next

- Quick Response/QR codes
  - Scan the code to access information about a product or person – eg. wine



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# Steve Jobs and Gordon Lightfoot

**The reports of my death are greatly exaggerated.**



# Closing thoughts

- Think about who you want to reach and what you want to accomplish
- Keep it professional yet personal
- Build your community
- Consistent presence = readers, followers
- Be careful what you tweet, post or blog...
- Don't be afraid, we were all newbies once!

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# Questions?

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