

The logo for Food & Farming Canada features stylized green and yellow brushstrokes above the text.

FOOD
& FARMING
CANADA



Twitter Tools

Lilian Schaer
Agri-Food Project Services Ltd.
October 2011

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.

Funding provided by:

The word "Canada" in a serif font with a small Canadian flag icon above the letter 'a'.

Canada



COMB

BC COUNCIL OF MARKETING BOARDS



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

@foodandfarming

www.foodandfarmingcanada.com





Twitter stats

- 300,000 new users daily
- 180 million unique visitors
- 55 million tweets daily
- 75% of traffic outside of Twitter.com
- Thursday, Friday most active days

@foodandfarming

www.foodandfarmingcanada.com



Twitter stats

Top tweeters:

- USA, India, Japan, Germany, UK, Brazil, Canada, Indonesia, Australia, Spain
- Ashton Kutcher, Britney Spears, Ellen, Barack Obama, Lady Gaga

But...

- 97% of users have less than 100 followers
- 41% of users have never tweeted

Source: website-monitoring.com

@foodandfarming

www.foodandfarmingcanada.com



What do I do with Twitter?

- Monitor what others are saying about you, your issues, your industry
- Establish yourself as an expert
- Share opinions, connect with like-minded
- Tweet comments, articles, replies
 - You decide how much personal you're comfortable with
 - Figure out what you want the focus of your tweets to be = building followers

@foodandfarming

www.foodandfarmingcanada.com





<http://twitter.com/foodandfarming>

Clipped from twitter.com

Curate.Us



foodandfarming

@BCfarmAnimal Welcome - looking forward to your tweets!

about 3 hours ago via web in reply to @BCfarmAnimal

BCfarmAnimal BCFACC is new to twitter. Looking forward to sharing with you. Check us out at www.bcfacc.ca

about 14 hours ago via web
Retweeted by foodandfarming

@SKFarmAnimal Awesome - looking forward to your updates!

about 3 hours ago via web in reply to @SKFarmAnimal

Good to see u here! RT @Onfarmanimal: Welcome to twitter @SKfarmanimal and @BCfarmanimal #food #farm

about 3 hours ago via iPhone

rebeccahannam One of the best presentations I've heard! RT @AgriNewsHound: Bruce Vincent: Logging challenges are similar to agri ones. #ocfall

8:22 AM Jan 29 via TweetDeck
Retweeted by foodandfarming and 1 other

@ArieneStein they're also known as Ontario Livestock Alliance

Name Lilian Schaefer
Location Guelph, Ontario, Canada
Web <http://foodandfar...>
Bio Canadian food and farming freelance journalist, writer and editor, grown up farm girl and voracious omnivore - passionate about the farming side of food.

1,099 1,725 137
following followers likes

Tweets 1,890

Favorites

Lists

- @foodandfarming/wqchat
- @foodandfarming/news-media
- @foodandfarming/foodies
- @foodandfarming/canadianag

View all

Following





<http://twitter.com/waynekblack>

Clipped from twitter.com

Curate.Us



waynekblack

Name Wayne Black
Location Huron County, Ontario
Bio Huron County farmer, advocate for agriculture, economic development, beginning farmers OF&D or-Large (opinions are my own)

268 884 49
Following Followers Listed

Tweets 5,577

Favorites

Lists

- @waynekblackother-interests
 - @waynekblackmarketing
 - @waynekblackpolitics
 - @waynekblackmidwest-ontario
 - @waynekblackcommunication-d
 - @waynekblackfarm
- view all

Following



@Agridome maybe the Prov. PC can change their message also and help get the Feds to support a RMP concept.

about 10 hours ago via Twitterrific in reply to @Agridome

@modernfarmer true. Need to get young farmers and young prospective farmers out to vote also!

about 10 hours ago via Twitterrific in reply to @modernfarmer

RT @Agridome Business Risk Management Program with federal participation- that's what's needed in #Ontario #e1x41 <http://yfrog.com/haccbrp>

about 10 hours ago via Twitterrific

@Agridome Fed conservatives say no to RMP, Fed Liberals say yes,NDP? Need to get broad support in order for it to happen.

about 10 hours ago via Twitterrific in reply to @Agridome

@Agridome what about livestock, EFP funding, broadband access, biodiesel... Always issues. Even with good prices.

about 10 hours ago via Twitterrific in reply to @Agridome



<http://twitter.com/agrinewshound>

Clipped from twitter.com



Andrew Campbell

@AgriNewsHound Depends on the day
young dairy & crop farmer; agri-news writer &
broadcaster; speaker
<http://thefishbar.ca>

[Follow](#)

Text follow AgriNewsHound to 40464 in the United States

Tweets · Favorites · Following · Follows · Lists

AgriNewsHound Andrew Campbell
Good morning #ontag - you better help me wish
[@Dickensonfarms](#) a Happy Birthday!
36 minutes ago

AgriNewsHound Andrew Campbell
My first time at Guelph's Other Brother restaurant for
some Ontario beef. Will enjoy supper instead of worrying
about rain.
12 hours ago

AgriNewsHound Andrew Campbell
It's pouring rain. Can you please turn your lights on when
driving?
18 hours ago

AgriNewsHound Andrew Campbell
[@foodandfarming](#) [@wayneblack](#) [@modernfarmer](#)
Thanks Lliant
33 hours ago

Stay in touch with Andrew Campbell

Join Twitter right now:

[Sign up](#)

Curious how Andrew Campbell uses Twitter?

[Discover who @AgriNewsHound follows](#)

About @AgriNewsHound

1,863 Tweets · 1,284 Following · 2,063 Followers · 133 Lists

Recent images · [view all](#)





<http://twitter.com/modernfarmer>

Clipped from twitter.com



Stewart Skinner

@modernfarmer LIVE! ON
Canadian Pig Farmer, Grad of U of Guelph and proud Aggie. I'm passionate about agriculture. Farmers work hard to provide food and I'm proud to be a part of it.
<http://modernfarmer.wordpress.com>

Follow

Text follow modernfarmer to 49000 in the United States

Tweets Favorites Following Followers Lists



wayneblack Wayne Black 13 @modernfarmer
[@foodandfarming](#) [@AgriNewsHound](#) [@modernfarmer](#)
Reporter mentioned she is hearing about that article in a lot of places. Yay #agriculture!
16 mins ago



modernfarmer Stewart Skinner
There is a serious amount of frost on my windshield :(
20 Oct



modernfarmer Stewart Skinner
[@SavvyFarmgirl](#) [@AgriNewsHound](#) problems can be solved without scrapping system for sure. It could improve things for young dairy ppl too
24 Oct



modernfarmer Stewart Skinner
[@AgriNewsHound](#) [@SavvyFarmgirl](#) [@Agridome](#) [@dickensonfarms](#) so a debate should be order, no? I'm in for it. I'd like to see make it tough tho

Stay in touch with Stewart Skinner

Join Twitter right now:

Sign up

Curious how Stewart Skinner uses Twitter?

Discover who @modernfarmer follows



About @modernfarmer

1,141

Tweets

1,538

Following

1,333

Followers

78

Listed

Recent images [view all](#)





Getting started

- Sign up at twitter.com
- Pick a “handle” that is easy to remember, easy for people to find
 - Name vs. organization?
 - @Onfarmanimal vs. @kellydaynard
 - @foodandfarming vs. @lilianschaer
 - @CanadianBeef vs. @HeatherTravis



Getting started

- Fill out your profile – who are you? What do you do? What are you tweeting about?
- Upload a photo
- Include a URL
- Find people to follow
 - use the search function
 - Twitter will suggest

@foodandfarming

www.foodandfarmingcanada.com





Getting started

Twitter lingo:

- Followers
- RTs & DMs
- Hashtags - #farm #food #ag #IFAJ #plant11
 - Includes your tweet in the feed for an event or a discussion
 - Many events now officially designate a hashtag

@foodandfarming

www.foodandfarmingcanada.com





Getting started

- Start tweeting
- A sample tweet:

RT @agrineshound @CBCNews: Tweeting farmers bridge gap between farm, table
<http://bit.ly/mUoSd8> #ontag #farm



Types of Tweets

- Public/regular tweet:
 - Check out our website <http://bit.ly/vQqNJq>
#BC #cranberries
- @reply:
 - @BCfarmanimal when's your next #BCFACC conference?
- DM (direct message) – anyone you follow:
 - @dairyconference I'd like to register



Twitter tools and tips

- 140 characters isn't a lot!
- 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/>



Twitter tools and tips

Keep tweets short to allow for easy RT:

- Read my latest post on my blog: Bringing farmers and local food buyers together! #farm #food #ontag <http://bit.ly/n9YqPh> (121)
- New post: Bringing farmers, local food buyers together <http://bit.ly/n9YqPh> #farm #food #ontag (95)
- RT @foodandfarming (20)

@foodandfarming

www.foodandfarmingcanada.com





Twitter tools and tips

When there are multiple RTs:

- RT @foodandfarming RT @wayneblack RT @Bcfarmanimal

- RT @foodandfarming @wayneblack @Bcfarmanimal

@foodandfarming

www.foodandfarmingcanada.com





Twitter tools and tips

Thanking:

- Thx for RTs @SlowFoodToronto @steveireson
@mikeschreiner @gourmetorigins
@Emily_Chandler @foodworxjen |
<http://bit.ly/jEcDSq>



Twitter lists

- Use lists to manage your followers
 - Media
 - Food writers
 - Ag
- If someone follows me, do I have to follow them back?
- Can I stop people from following me?
- Automated DMs

@foodandfarming

www.foodandfarmingcanada.com





Twitter options

Browser-based:

- Twitter.com
- Hootsuite.com

Desktop:

- TweetDeck

Mobile:

- Twitter for Blackberry, Uberberry
- Tweetie for Iphone
- Texting – non-smart phones

@foodandfarming

www.foodandfarmingcanada.com





Building community

- Make sure your tweets are of value – no one cares what you had for breakfast or that you're tired
- Your Twitter stream shouldn't just be about you – “read my latest blog post”, for example. Re-tweet, respond to posts and become engaged. That's how you can build a community.

@foodandfarming

www.foodandfarmingcanada.com





Building community

- Use your profile to attract followers.
- Make sure you include a photo and use the bio page to write a short, concise summary of who you are and why people should follow you.
- If you have a website, Facebook page or LinkedIn profile, include it so people can learn more about you.
- Tweet regularly.

@foodandfarming

www.foodandfarmingcanada.com





Building community

- Retweet – or forward – tweets you like or find interesting to your followers.
- Helps build your network and bring you new followers but make sure you give credit to the original tweeter.
- You do this by putting “RT @name” in front of the tweet you are forwarding.
- Keep tweets short and concise, use simple words – avoid too many shortforms

@foodandfarming

www.foodandfarmingcanada.com





Other tips

- Use Twitter's advanced search options to search for tweets based on specific words, phrases, hashtags, locations or tweeters.

<http://search.twitter.com/advanced>

- Search using “their” words, not yours
 - GMOs vs biotechnology
 - animal cruelty vs animal care
 - slaughter vs harvest

@foodandfarming

www.foodandfarmingcanada.com



Just because it's on Twitter...

- June 13, 2011:



Just because it's on Twitter...

- June 13, 2011:



“The sign is obviously a hoax. As a company and a brand we have a long and proud history of diversity inclusion across our system on both sides of the counter.

“From our management crew, franchisees — across the board, we’re very proud of our record of diversity. This is unfortunately an example of how rumors can outspeed the truth. Over the last 48 hours we’ve been tweeting and striving to clarify that this is a hoax.”

Just because it's on Twitter...

- July 4, 2011:



@foxnewspolitics
foxnewspolitics ✓

BREAKING NEWS: President
@BarackObama assassinated, 2 gunshot
wounds have proved too much. It's a sad
4th for #america. #obamadead RIP

9 hours ago via web ☆ Favorite ↻ Retweet ↩ Reply

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
- Consistent presence = readers, followers
- Be careful what you tweet, post or blog...
- Don't be afraid, we were all newbies once!

@foodandfarming

www.foodandfarmingcanada.com



Questions?

Twitter: @foodandfarming

Email: lilianschaer@agrifoodprojects.ca

Blog: www.foodandfarmingcanada.com

LinkedIn: www.linkedin.com/in/agrifoodprojects

Facebook: www.facebook.com/foodandfarmingcanada

@foodandfarming

www.foodandfarmingcanada.com

