



#### **Twitter Tools**

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### **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 oneway shooting out of information





### **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





### **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





## 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



### http://twitter.com/foodandfarming

### Clipped from twitter.com

#### Curate, Us



### foodandfarming

#### @BCfarmAnimal Welcome looking forward to your tweets!

shout 3 hours ago via with it right to 827armAring).

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

street 14 Innurs ago allered. Februarist by foodersforming.

@SKFarmAnimal Awesome - looking forward to your updates!

Moral 3 hours may are well in craphs by 547 arms for each

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

about 3 hoors ago sto littleds

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

N.S.C.ARCHITTO, VIV. TweedSteph

Estimated by fooderdfarming and 1 elect

@ArleneStein they're also known as Ontario Livestock. Alliance Name Lifan Schaet Lecation Goelph, Ontario, Canada Web http://foodsniffor...

Bie Canadian food and farming freetance journalist, writer and editor, grown up farm got and voracious omnivore - passionate about the farming side of food.

1,019 1,725 137 following following following

Tweets

1.690

Favorities

Lists

@foodundfarming/aqchat.

pfoodandfarming/ news-metha

Stoodansfarming/foodies

@feedandfarming/ canadianag

Year of

Following





### http://twitter.com/waynekblack





## http://twitter.com/agrinewshound

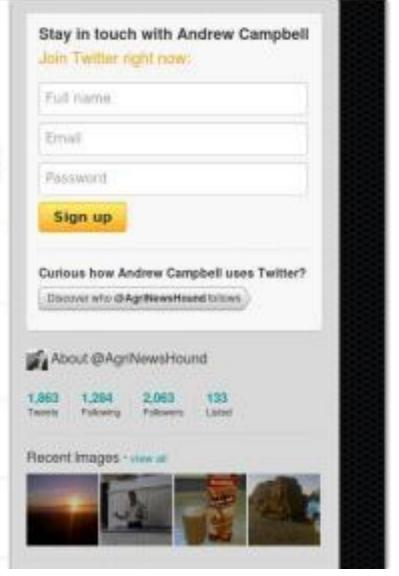
Clipped from twitter.com



AgriNewsHound Annive Caramet

Thanks Liliant

foodandfarming () waynekblack () modernfarmer





## http://twitter.com/modernfarmer

Clipped from twitter.com





- Sign up at <u>twitter.com</u>
- 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





- 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





### 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



- Start tweeting
- A sample tweet:

RT @agrinewshound @CBCNews: Tweeting farmers bridge gap between farm, table <a href="http://bit.ly/mUoSd8">http://bit.ly/mUoSd8</a> #ontag #farm





# **Types of Tweets**

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



140 characters isn't a lot!

- Use an URL shortener:
  - http://www.foodandfarmingcanada.com/2010/10/15/unl ocking-the-potential-of-soy-proteins/ http://bit.ly/ahwBHU
  - Bit.ly.com <a href="http://bit.ly/">http://bit.ly/</a>



### 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 <a href="http://bit.ly/n9YqPh">http://bit.ly/n9YqPh</a> (121)
- New post: Bringing farmers, local food buyers together <a href="http://bit.ly/n9YqPh">http://bit.ly/n9YqPh</a> #farm #food #ontag (95)
- RT @foodandfarming (20)



When there are multiple RTs:

RT @foodandfarming RT @waynekblack RT @Bcfarmanimal

 RT @foodandfarming @waynekblack @Bcfarmanimal





### 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





# **Twitter options**

### Browser-based:

- Twitter.com
- Hootsuite.com

### Desktop:

TweetDeck

### Mobile:

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

FOOD & FARMING



# **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.





# **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.





# **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



# Other tips

• Use Twitter's advanced search options to search for tweets based on specific words, phrases, hashtags, locations or tweeters. <a href="http://search.twitter.com/advanced">http://search.twitter.com/advanced</a>

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



### 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:



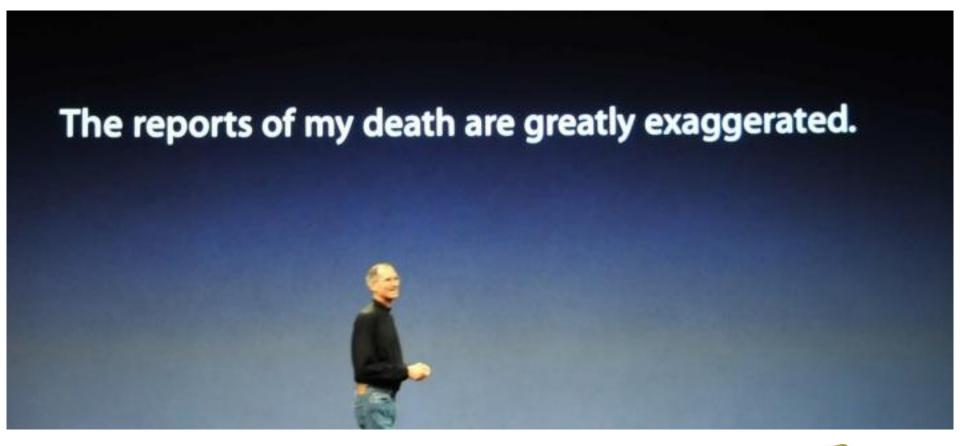
**BREAKING NEWS: President** 

@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**





# 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!



## **Questions?**

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