

Twitter

“Find out what’s happening, right now, with the people and organisations you care about”

Matthew Dwyer – Social Media Manager, MLA



Setting the scene

- The numbers
 - 200 million regular users
 - 500 million tweets per day
 - 40% of users don't tweet – use it as a curated news feed relevant to them
 - 60% active users use Twitter on a mobile devices
- A wealth of information
 - Important to filter the noise
 - Make meaningful and relevant connections

The nuts and bolts

- Text-based messaging system or microblog – 140 characters – that’s it!
- All about now, make it relevant
- Announcement space made up of:
 - Pointless blabber
 - Spam
 - **Pass along info**
 - **Promotion**
 - **Conversation**
 - **News**

Why Twitter works for the beef industry

- We are passionate about sharing what we do
- We are thirsty for information and knowledge
- It provides a unique opportunity to connect given our isolation and separation
- Multidirectional – we can all have a say and join the conversation
- Rich content can be shared e.g. video, pictures, links to further information

MLA and Twitter

- An active communication channel since 2011
- Engaged with an audience of more than 2,500
- Aim to share information and engage with followers on a range of topics relevant to marketing and R&D
- Makes up one part of a broader suite of social media communications

MLA and Twitter

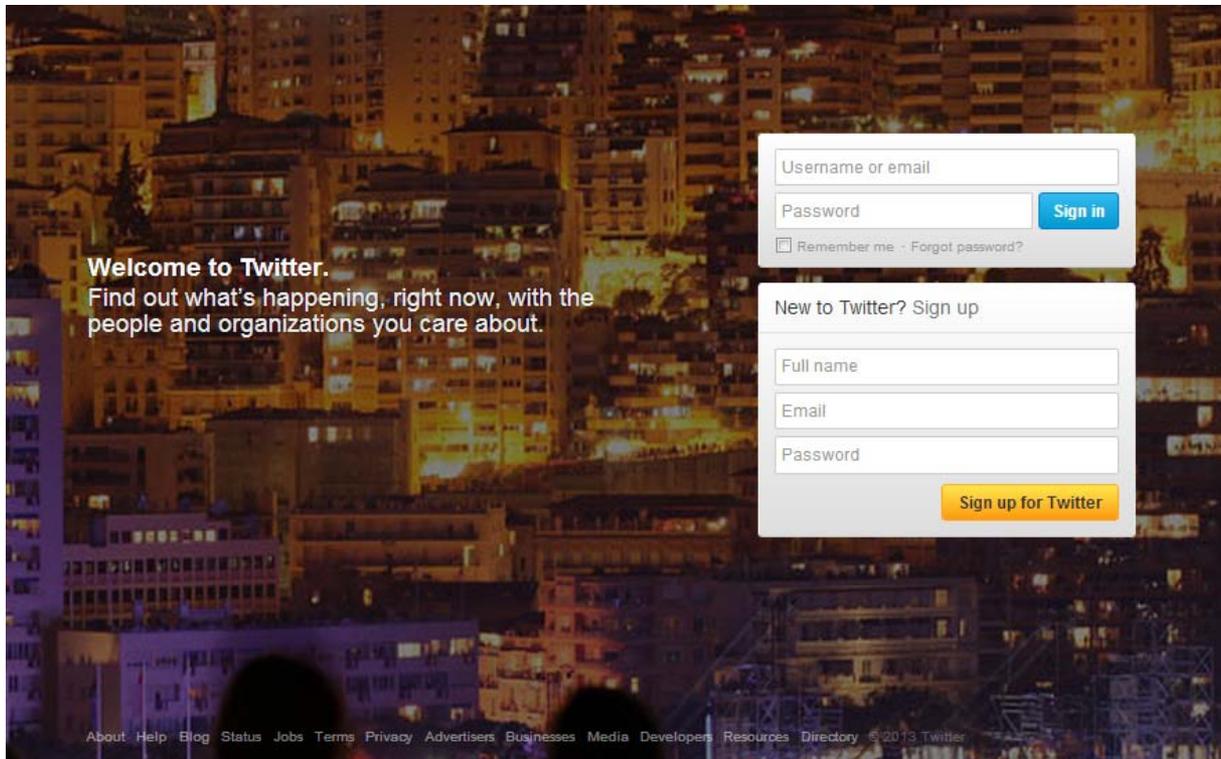
- Connecting with stakeholders
 - Report on marketing and R&D outcomes
 - Share production information and market information to improve beef businesses
 - Provide updates and alerts
 - Promote events
 - Deliver consumers and end users with information on nutrition, recipes, quality and sustainability

Opportunities for the beef industry

1. Sharing information to improve your beef business
2. Advocating and promoting what you do as beef producers to the urban community

Signing up

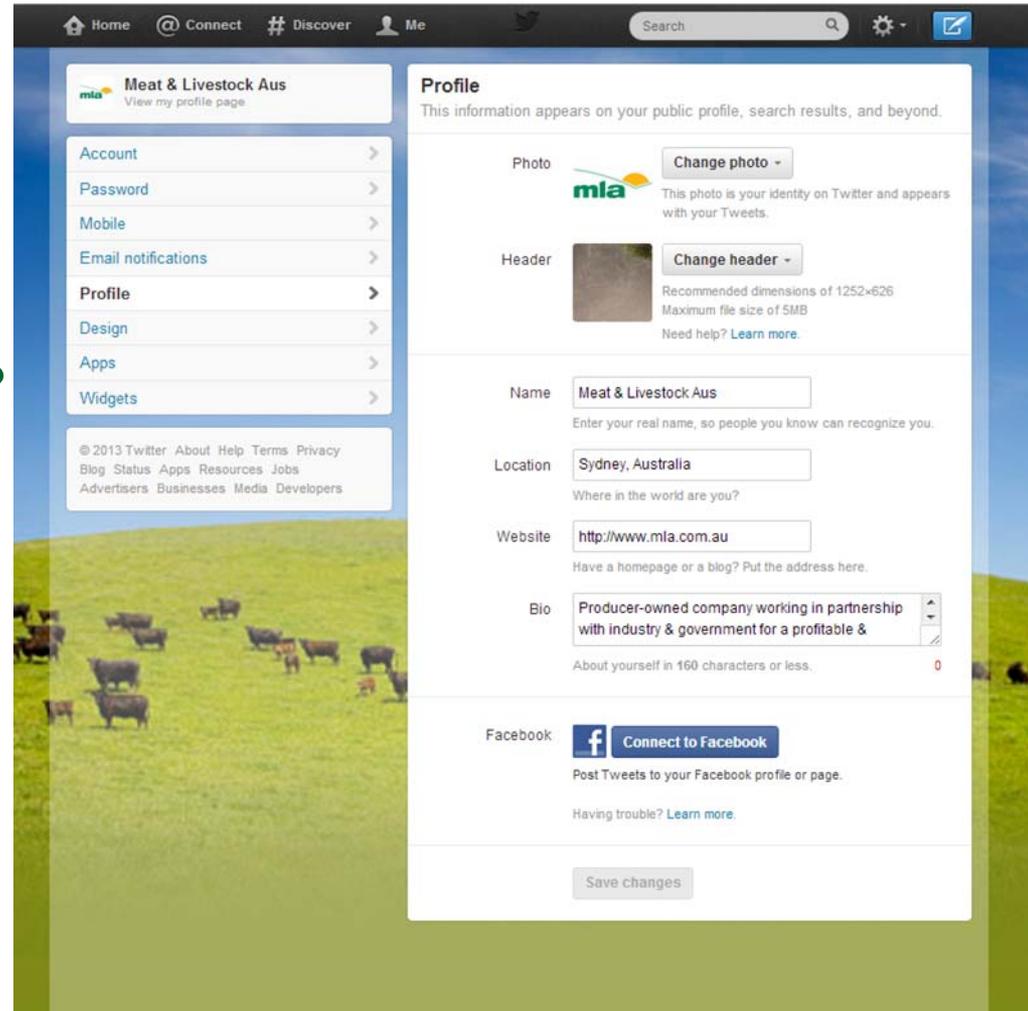
- www.twitter.com



Filling out your profile

Your profile

- Provide context
 - Who are you?
 - What are your interests?
 - Where are you?



The screenshot shows a Twitter profile page for 'Meat & Livestock Aus'. The profile is set to public. The header includes the account name, a profile picture, and a header image. The bio is 'Producer-owned company working in partnership with industry & government for a profitable &'. The location is 'Sydney, Australia' and the website is 'http://www.mla.com.au'. The page also shows a 'Connect to Facebook' button and a 'Save changes' button at the bottom.

Home @ Connect # Discover Me Search

Meat & Livestock Aus
View my profile page

Account >
Password >
Mobile >
Email notifications >
Profile >
Design >
Apps >
Widgets >

© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Profile
This information appears on your public profile, search results, and beyond.

Photo **Change photo -**
This photo is your identity on Twitter and appears with your Tweets.

Header **Change header -**
Recommended dimensions of 1252x626
Maximum file size of 5MB
Need help? [Learn more.](#)

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Website
Have a homepage or a blog? Put the address here.

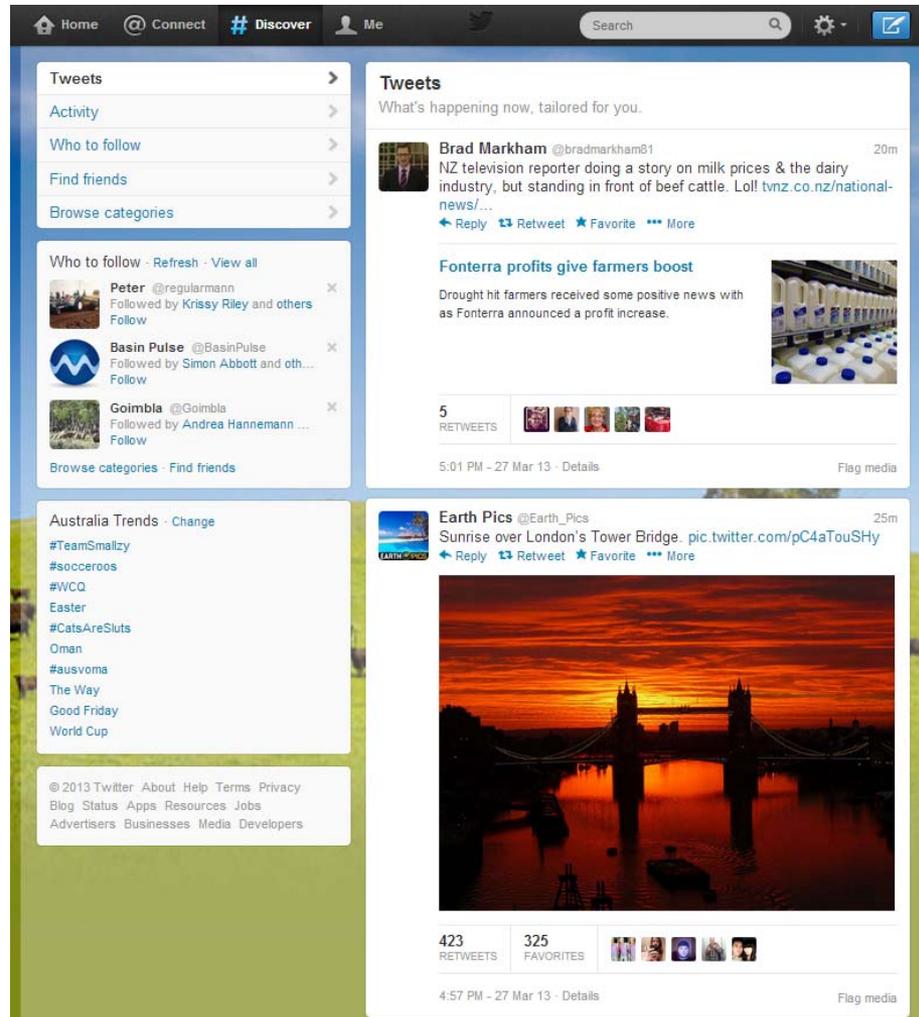
Bio
About yourself in 160 characters or less. 0

Facebook **f Connect to Facebook**
Post Tweets to your Facebook profile or page.
Having trouble? [Learn more.](#)

Save changes

Finding conversations

- Search
 - People
 - Hashtags
- Suggestions
- Trends



How to follow



The screenshot shows the Twitter profile page for Meat & Livestock Aus (@meatlivestock). On the left, there is a navigation menu with options: Tweets, Following, Followers, Favorites, and Lists. Below this is a 'Follow Meat & Livestock Aus' section with input fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up' button. The main profile area features the MLA logo, the name 'Meat & Livestock Aus', the handle '@meatlivestock', and a bio: 'Producer-owned company working in partnership with industry & government for a profitable & sustainable cattle, sheep & goat industry. Acc managed by Matt Dwyer Sydney, Australia - http://www.mla.com.au'. Below the bio, statistics are shown: 1,266 TWEETS, 1,072 FOLLOWING, and 2,583 FOLLOWERS. A 'Follow' button is located in the bottom right of the profile area. Below the profile area, the 'Tweets' section is visible.

Tips and considerations

- Listen, follow, participate and create
- Be relevant, be current, be informative
- Embrace the hashtag e.g. #AgChatOz
- Retweeting is an easy way to start
- Use applications to stay in control e.g. TweetDeck, HootSuite
- Find your champions and embrace the community

Beefing up your Twitter Effectiveness



Richard Gunner – Feast! Fine Foods
Vince Minervini – Marketing Manager

Introduction

- RGFM background

- ❖ Family farm since late 80's
- ❖ Established Meat business in 2001
- ❖ Direct link from paddock to plate for ourselves and other farmers

- Our history of using twitter

- ❖ Richard was curious and checked it out
- ❖ After about 6 months began to use for business purposes
- ❖ You can see on the internet record exactly how we have used it

- Reasons Richard joined twitter

- ❖ Can use twitter in many different ways
- ❖ Inanity, Learn, research, communicate, socialise
- ❖ We can tell a story our way with no filters and at minimal cash cost
- ❖ More interesting than commercial TV in spare time!





Benefits of twitter for our business

- From a producer perspective

- ❖ It is our message , on our farm that we tell
- ❖ Reconnect city consumers with the land

- From a retailer perspective

- ❖ Can answer customers questions
- ❖ Our customers want to know so much about what they buy
- ❖ Gives a real time feed into what we are up to
- ❖ We often do not have time over the counter to tell the whole story

- From a wholesale perspective

- ❖ Can see what our chefs are up to
- ❖ Can get orders direct from chefs
- ❖ Can see industry trends



PURE SUFFOLK
Pure Taste





Feast! @ THE PARADE

Feast!
angus
Feast!
cooper
PURE SWEETENED
Feast!
Feast!
Feast!

OUR CHICKEN
IS ALL
FREE RANGE
& HIGH
FR

Feast! @ THE PARADE

cooking angus beef

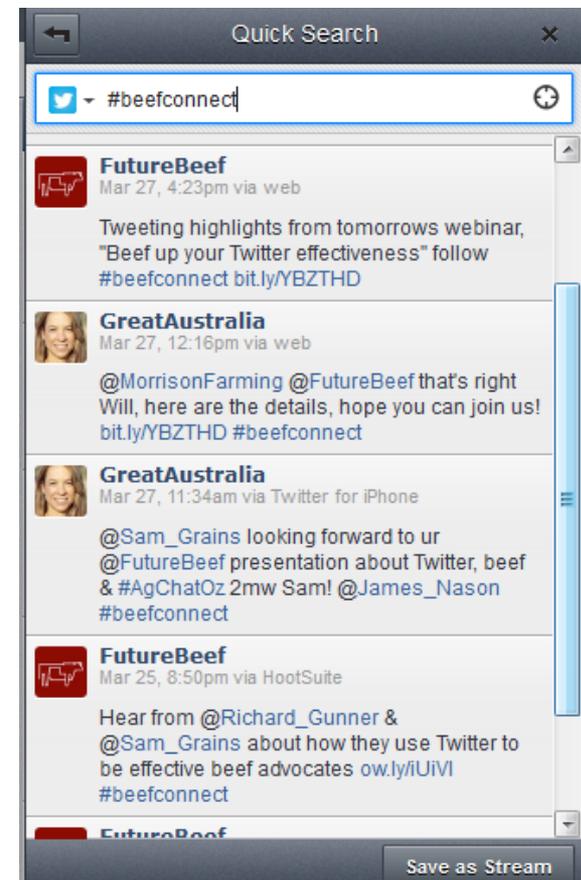
Feast!
Feast!
Feast!

Feast!
Feast!
Feast!



Tips to be more effective on twitter

- Alerts set up for topics of your expertise
 - Hashtags
 - Lists
- Social Media Dashboard (Tweetdeck, Hootsuite)
- Use of mobile phone apps



Social Media Dashboard

The screenshot displays the Hootsuite Social Media Dashboard for the user 'Feastfinefoods'. It is divided into two main columns: 'My Tweets, Retweeted' and 'Mentions'.

My Tweets, Retweeted (Feastfinefoods)

- Tweet 1:** Posted Mar 20, 5:46pm via Twitter for iPhone. Text: "Another Sausage Making class under way at @MyCentralMarket #adelaide pic.twitter.com/td1C9CKLKi". 1 retweet.
- Tweet 2:** Posted Mar 18, 3:54pm via HootSuite. Text: "@pikeonaplate We're sure you will have a great time. Have a think about what flavoured pork Sausage you will make during the invention test!". 1 retweet. "Show Conversation" link.
- Tweet 3:** Posted Mar 15, 12:23pm via HootSuite. Text: "#Adelaide we're giving away 2 FREE tickets to our Sausage Making Class on Mar. 20 worth \$140ea, Retweet this to enter ow.ly/iMAYV". 13 retweets.
- Tweet 4:** Posted Mar 15, 12:23pm via HootSuite. Text: "#adelaide - last chance to enter our Retweet promotion for 1 of 2 free tickets to next wk's Sausage Making Class - comp closes @ 2pm today!".

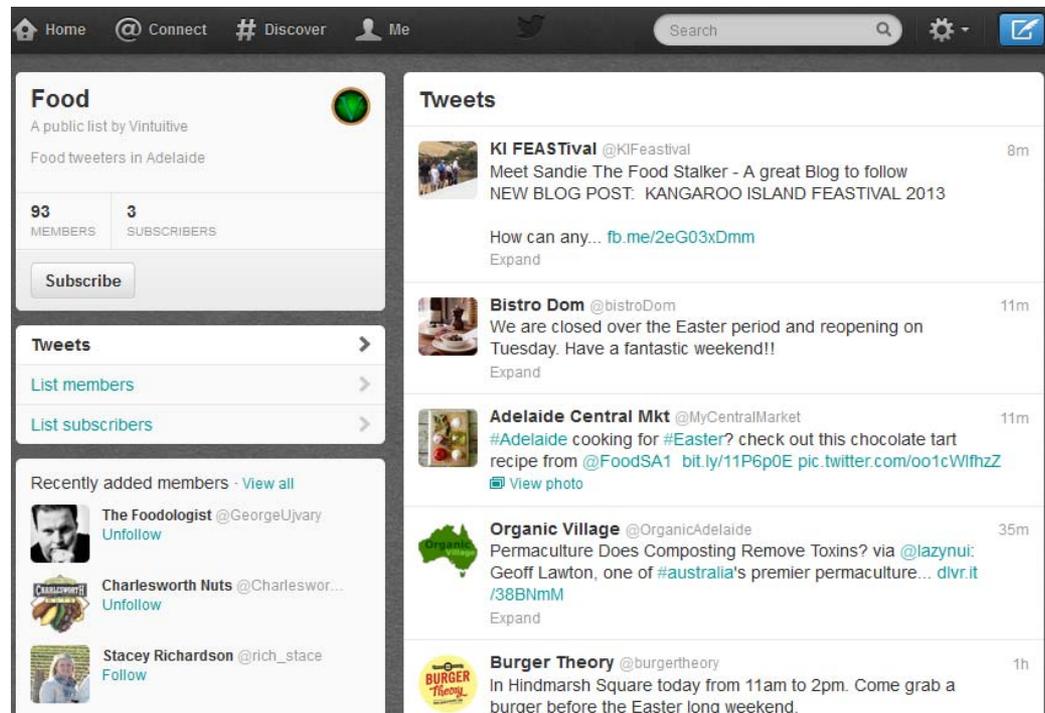
Mentions (Feastfinefoods)

- Mention 1:** From philmoule, Mar 27, 2:43pm via Twitter for Mac. Text: "@Feastfinefoods thanks! Using a texas side smoker." "Show Conversation" link.
- Mention 2:** From philmoule, Mar 27, 12:10pm via Twitter for Mac. Text: "Hi @Feastfinefoods I'm looking for Pork Butt (shoulder) for a bbq long low cook on Monday."
- Mention 3:** From adel_twopcharts, Mar 25, 11:35am via Twopcharts. Text: "Today 3 years on Twitter: @AdvantageSA, @Feastfinefoods, @yotshair, @ThreeOaksCider and @_algomas: twopcharts.com/anniversaries?...". 1 retweet.
- Mention 4:** From thecookingchook, Mar 23, 11:18pm via Twitter for iPhone. Text: "@pikeonaplate @Feastfinefoods *drool*" "Show Conversation" link.
- Mention 5:** From pikeonaplate, Mar 23, 3:36pm via Twitter for iPhone. Text: "Perfection! @Feastfinefoods @Richard_Gunner #berkshire #crackle @LifeStyleFOOD pic.twitter.com/bMIJJBE0C0".

Hootsuite – Social Media Dashboard

Twitter 'Lists'

- Created by twitter users to group together users related to a specific topic



Contact Us

- Follow Richard on twitter: [@Richard_Gunner](https://twitter.com/Richard_Gunner)
- https://twitter.com/Richard_Gunner
- Follow Feast Fine Foods: [@Feastfinefoods](https://twitter.com/Feastfinefoods)
- <https://twitter.com/Feastfinefoods>





Questions???



coorong
angus beef



SOUTH AUSTRALIA'S FINEST

Beef up your Twitter effectiveness using



What is AgChatOZ?

**Online community for Australians
interested in Agriculture**



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**Online community for Australians
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- main focus on Twitter (@AgChatOZ)

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- main focus on Twitter (@AgChatOZ)
- also have a Facebook page (facebook.com/agchatoz)

What is AgChatOZ?



Online community for Australians interested in Agriculture

- main focus on Twitter (@AgChatOZ)
- also have a Facebook page (facebook.com/agchatoz)
- we have a website too (agchatoz.org.au)

How does it work?

- Weekly topic suggested



How does it work?

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- Questions submitted from community



How does it work?



- Weekly topic suggested
- Questions submitted from community
- Questions chosen & uploaded to Facebook

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- Moderated discussion begins at 8pm AEST

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- Chat covers 6-8 questions per week

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- Questions submitted from community
- Questions chosen & uploaded to Facebook
- Moderated discussion begins at 8pm AEST
- Chat covers 6-8 questions per week
- AgChatOZ can last up to 2 hours

How do I get involved?

- Be interested in agriculture!



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- Sign up to Twitter & start using it!



How do I get involved?

- Be interested in agriculture!
- Sign up to Twitter & start using it!
- Join in on a weekly chat



How do I get involved?



- Be interested in agriculture!
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- Join in on a weekly chat
- Remember to use #agchatoz in your tweet

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What does it offer producers?

- Enables you to connect with the public



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- Enables you to connect with the public
- Connects you with other producers



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- Allows you to keep up to date



What does it offer producers?



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- Connects you with other producers
- Allows you to keep up to date
- Improves your communication skills

What does it offer producers?



- Enables you to connect with the public
- Connects you with other producers
- Allows you to keep up to date
- Improves your communication skills
- Lets you tell your own story

10 Twitter tips



1. Fill out your bio properly!



10 Twitter tips

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2. Get involved



10 Twitter tips

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2. Get involved
3. Be yourself



10 Twitter tips



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3. Be yourself
4. Engage with people (even if you don't know them)

10 Twitter tips



1. Fill out your bio properly!
2. Get involved
3. Be yourself
4. Engage with people (even if you don't know them)
5. Take pictures & videos of what you do

10 Twitter tips



6. Remember social media is a 2 way street

10 Twitter tips



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7. Go along to tweetups, put a face to the name

10 Twitter tips



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8. Social media is what you make it
9. Ask for help

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8. Social media is what you make it
9. Ask for help
10. Have fun

Questions/Comments?



- You can contact me via:
 - Twitter: @Sam_Grains
 - Email: samlivo@gmail.com

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