

“Social media – changing the way farmers do business”



Michelle Carvill
Founder, Carvill Creative



David Taylor
Director, 2010media



Co-Authors, The Business of Being Social



Technology has changed...



Especially in agriculture



Advertising ...

**HILLMAN
MINX ¹⁰/₃₀ H.P.**

IS GENERALLY ACCEPTED AS THE PINEST EXAMPLE
OF SCIENTIFIC LIGHT CAR CONSTRUCTION PROVIDING
"BIG CAR" PERFORMANCE.

WE COMMEND IT TO DISCERNING MOTORISTS WHO
DEMAND THE MOST INGENUOUS COMBINATION OF
LUXURY, COMFORT, POWER, PERFORMANCE...
AND ECONOMY



DISTRIBUTORS
FRASER MOTORS LTD.
(Incorporated in Hongkong)

36 Great Western Road Telephone 28655

 **My Social Book** · Suggested Post Like Page

All my memories are in my Social Book. What about yours? Try My Social Book now and get 30% off! Click here : <http://bit.ly/IWKQaq>



Like · Comment · Share ·  10  2  2 · Sponsored

Create an Ad Like This for 2010media

Networking ...



Customer service ...

from Conway
Cetovica, 5th July 1949.

J. Henderson Stewart, Esq., M.P.,
House of Commons,
London.

Dear Sir,

I take the liberty of asking from you kind protection and help for me and for other Czechoslovak Polish Refugees in Cetovica. I allow to give you a short outline of development of Czechoslovak Political Emigration in Poland. - The Committee of Czechoslovak Polish Refugees in Cetovica, settled with the British Consulate, accepts political refugees from the whole Czechoslovakia, through emigrations of various political conviction. - These are the Bone's group, Social Democrats, Democrats, and chiefly Communists. - But for a short time when to Cetovica had come the emigration from Protestants, it was purely Communist. We have now the members on Czech group from that are 40 Communist members. The remaining number of 20 democratic members must obey the standing board, which is also Communist. They were elected without any knowledge of others. The Communist committee have promised to do much for the refugees, but their work is on the contrary with their promise. Communist endeavor to refuse the members of other parties parties the Communist from the registration on the British Consulate. There is great ill-will and reluctance in our membership against the Communist.



British Gas Help 

@BritishGasHelp

Tweet with your enquiries or issues. We're open 8am – 8pm Mon to Fri, 8am – 6pm Sat, & 10am – 6pm Sun. For Emergency numbers visit [britishgas.co.uk/emergency](https://www.britishgas.co.uk/emergency)

[britishgas.co.uk](https://www.britishgas.co.uk)

And socialising...



#OFC2014

@michellecarvill

@savvysocialDT

What we're going to cover today

- What is social media?
- Some statistics
- What makes it different?
- How does it affect you?
- Some myths
- Plan, listen, analyse – before you engage



<http://www.youtube.com/watch?v=kAG39jKi0I>

What is social media

Social - ***anyone*** can add to and share it. We're all potential:

- Publishers
- Editors
- Broadcasters

Media – content that is published – by YOU!

- Blog
- Video
- Image
- Article



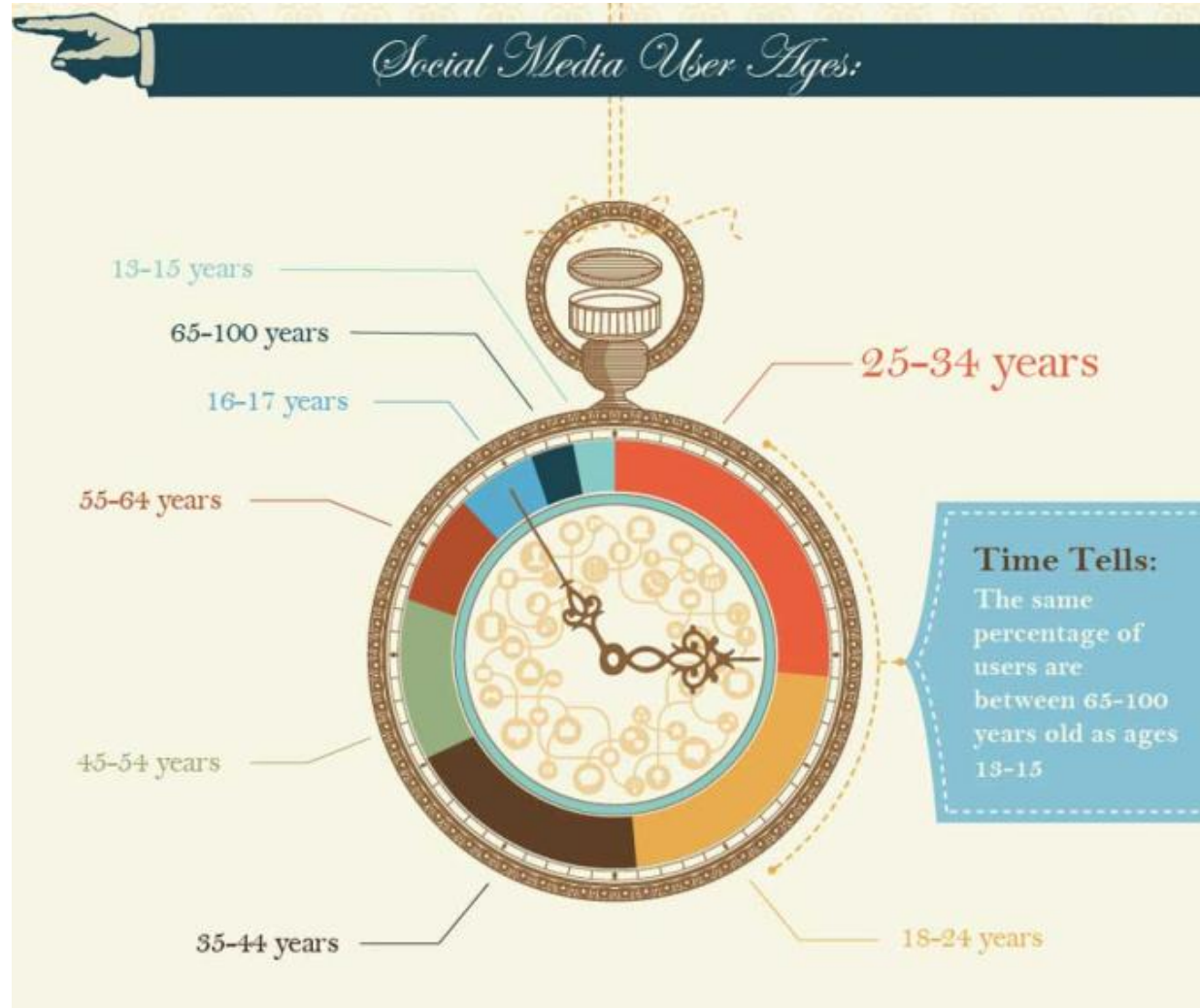
Key: Technology has enabled reach and mass connection.

Some UK statistics

- 24 million access Facebook daily – 83% from mobile devices
- 43% of businesses use social media
- 15 million active users of Twitter
- 11 million users of LinkedIn
- 36% of consumers use social media to interact with brands
- 86% of all content viewed online will soon be video

Sources: Facebook, ONS, Twitter, LinkedIn blog, Socialbakers.com, CISCO Systems

Social media users – by age



What makes it different?

Traditional Media – Linear Conversations

BUY attention from advertising

BEG attention from the media – public relations

BUG people one at a time to get attention - sales

Social Media – Networked Conversations

EARN attention by creating something interesting and valuable and then publishing it online

How does it affect YOU?

- Brand awareness and establishment
- Networking
- Information resource
- Gathering support for a cause
- Marketing
- Customer support and service
- Brand monitoring
- Product promotion and launch
- Insight and business intelligence
- Public relations

Brand awareness and establishment



Networking

The screenshot shows a LinkedIn group page for "Farming in the Cloud". The page header includes the LinkedIn logo, "PREMIUM" status, a search bar, and navigation links for Home, Profile, Network, Jobs, Interests, Business Services, and Upgrade. The group title is "Farming in the Cloud" with 796 members and a "Join" button. Below the title are tabs for Discussions, Promotions, Jobs, Members, and Search. A post by Rod Drury, CEO at Xero, is featured, titled "Farming in the Cloud is now an open group". To the right, there is a "Members of this Group" section with a grid of member photos and a "See all members" link. Below that is an "Ads You May Be Interested In" section with an advertisement for "Experience e-Sourcing". At the bottom, there is a section titled "Food driving our future?" by Leonie Therese Cahill, a Marketing Communications Consultant AMAMICPM.

The graphic features a background image of a green, rolling landscape with a cow in the foreground. At the top center is the AgriChatUK logo, which consists of the text "#AgriChatUK" inside a white square with a grid pattern. Below the logo, the text reads: "AgriChatUK", "@AgriChatUK", "#AgriChatUK - The Twitter home for UK farming discussions. Thurs, 8-10pm. Hosts: @edmogfw @farminkent @overthefarmgate @halo42 @adambedders @TeamWeFarmit", and "UK · agrichatuk.org".

Information resource

Home Connect Discover Me Search

Tweets

- Following
- Followers
- Favorites
- Lists

Tweet to Farmers Weekly

@FarmersWeekly

Photos and videos

Who to follow · Refresh · View all

Farmers Weekly @FarmersWeekly

13,631 TWEETS 1,926 FOLLOWING 31,692 FOLLOWERS

Following

Followed by NT Press Office, D Taylor & D Miles, Vital Mailings and 34 others.

Tweets

Farmers Weekly @FarmersWeekly 54m
@revslinko Afraid we don't seem to be able to deliver to Finland. But if you have an iPad you could a tablet version.
View conversation Reply Retweet Favorite More

Farmers Weekly @FarmersWeekly 4h
@cvfarming Sounds useful

Gathering support for a cause

Royal Association of British Dairy Farmers (RABDF)

RABDF
orking for British Dairy Farmer

Royal Association of British Dairy Farmers (RABDF)
1,605 likes · 4 talking about this

Agricultural Service
The only independent organisation dedicated to representing the interests of British dairy farmers.

Photos Likes 1,605 Events Email Signup

Marketing

The image shows a screenshot of a YouTube channel page for 'yourCLAAS'. The channel banner features a large image of CLAAS harvesters and a tractor in a golden field, with the CLAAS logo in the top left and 'claas.com' in the bottom right. The channel name 'yourCLAAS' is displayed in the header, along with a 'Subscribe' button and a subscriber count of 18,685. Below the header, there are navigation tabs for 'Videos', 'Discussion', and 'About'. A video player is visible, showing a dark screen with the text 'was ist es?'. The video title is 'CLAAS "Sicher besser ernten" 2013' with 7,983 views and posted 2 weeks ago. The left sidebar shows a list of subscriptions including TheMadeSimpleGr..., BBC, Victoria Mills, Mashable, HubSpot, Twitter, Erik Qualman, Social Media Examiner, theofficialfacebook, and CIPRtv. The URL at the bottom is 'youtube.com/channel/UCDv_we1MvqI8s13tj1_Fq9g'.

YouTube GB

Search

Upload

CLAAS

claas.com

yourCLAAS

Subscribe 18,685

Videos Discussion About

was ist es?

CLAAS "Sicher besser ernten" 2013
7,983 views 2 weeks ago

Subscriptions:

- TheMadeSimpleGr... 1
- BBC 45
- Victoria Mills
- Mashable 5
- HubSpot 2
- Twitter
- Erik Qualman
- Social Media Examiner
- theofficialfacebook
- CIPRtv

Browse channels
Manage subscriptions

youtube.com/channel/UCDv_we1MvqI8s13tj1_Fq9g

Customer support and service




Wynnstay Group Plc
@WynnstayGroup
Wynnstay offers a diverse range of products and services for farmers and country dwellers through our two divisions, Agriculture and Specialist Retail.
wynnstay.co.uk




 **Mr Sam Pearson** @Sambrondanw 9 Dec
Flat battery after 32 cows... Why is the green light on the charger instead of red?? @WynnstayGroup pic.twitter.com/YTYmkdpgRX
[View photo](#) Reply Retweet Favorite More

 **Wynnstay Group Plc** @WynnstayGroup 9 Dec
I've spoken to the product manager on this @Sambrondanw, I can e-mail the response if you could forward your e-mail address?
Hide conversation Reply Retweet Favorite More

4:03 PM - 9 Dec 13 · Details

Brand monitoring




ENGLISH | FRANCAIS
Fullwood

Best for you and your dairy farm
Call: +44 (0)1691 627391

By appointment to Her Majesty The Queen
Dairy Equipment Manufacturers
Fullwood Limited, Ellesmere

HOME ABOUT FULLWOOD FULLWOOD SW OUR FARMERS OUR PEOPLE OUR SERVICES OUR PRODUCTS

At Fullwood, we talk about your business, before we talk about our milking machines. That's because we understand the issues facing the modern-day dairy farm. Put simply, we put the farmer first.








Fullwood have been leading designers, manufacturers and suppliers of milking systems and milk storage equipment for more than 70 years.

29mins read more

Wanted: The Best

Results for fullwood dairy

Top / All / People you follow

-  **ABC** @ABC_Comms 5 Sep
Fullwood Packo staff Imparting invaluable knowledge to the dairy farmers of Co. Limerick #Fullwood #Merlin yfrog.com/mm4lztvj
Expand Reply Retweet Favorite More
-  **Stackyard** @Stackyard1 5 Jun
New International Sales Manager Joins Fullwood stackyard.com/news/2013/06/d...
Expand Reply Retweet Favorite More
-  **Johann Tasker** @johanntasker 12 Mar
FLASH: Reasons given by Fullwood for pulling out of 2013 Livestock Event = cost, move to July date & preference for biannual dairy-only show
Expand Reply Retweet Favorite More
-  **Dairy Solutions** @DairySolutions_ 25 Feb
De eerste SAC stal werkt met @CoPulsation Sinds een paar weken draait een Fullwood binnenkort de eerste Dairy Master pic.twitter.com/5dZtEcvKO1
View photo Reply Retweet Favorite More
-  **Fast Track** @ST_FastTrack 25 Aug 11
Dairy equipment maker Fullwood and Bland (Sunday Times PwC Profit Track 100) is building a camel milking parlour in UAE bit.ly/ofukzl

Product promotion



John Deere

1,985,809 likes · 39,437 talking at

Product/Service

A world leader in agricultural, construction, forestry and turf care equipment with an age-old commitment to those linked to the land.

About · Suggest an Edit



Photos



John Deere

June 27

Our single fluid 7R and 8R Series tractors dominate when it comes to fuel efficiency and performance... see why they are the better all-rounders!

<http://bit.ly/1ahscoB> — with Rachael Dernie.



Recent

2010s

2013

2012

2011

2010

2000s

1990s

1980s

1970s

1960s

1950s

1940s

1930s

1920s

1910s

1905

1800s

Born

Insight and business intelligence

 **AgriChatUK**
@AgriChatUK

What have our #HashTag users been about over the last month?
#AgriChatUK: Buzz Words by @hashtracking
pic.twitter.com/I8iTPQ1CGM

← Reply ↻ Retweet ★ Favorite ⋮ More



HashTracks powered by Hashtracking

Farmers Weekly Jobs @FarmWeekly_Jobs 12m
 #farming ADAS UK Ltd: Senior Research Technicians (2 posts):
£17,602 - £19,558 per annum:
ADAS UK Ltd:
... bit.ly/JH4fwS #jobs
View summary Reply Retweet Favorite More

 **dusty gedge** @greenroofsuk 48m
The #birds and the subsidies: What is the right balance? #farming
#biodiversity #Environment ow.ly/rS8oX
Followed by Gardening Club
View summary Reply Retweet Favorite More

 **Paul Pleus** @IER_Recruiting 16 Dec
Hiring → #Sales #Manager #EMEA → bit.ly/16irKEe #Farming
#Agriculture #Farmer #crop * Please RT
Top Tweet
Expand Reply Retweet Favorite More

 **Kenya Markets Trust** @KenyaMarkets 2h
The tallest sunflower plant was measured at (25' 5.5") planted by M.Heijmf in the Netherlands (1986) #Sunflowerfacts #farming
Expand Reply Retweet Favorite More

 **Eric Darier** @EDarier 4h
Bee pesticides may 'harm developing brains of unborn babies'
gu.com/p/3yavk #health #farming
View summary Reply Retweet Favorite More

Public relations



HOUSEHAM SPRAYERS @HOUSEHAMSPRAYER

29 Oct

Spirit machine all ready for Croptec 2013 @CropTecShow tomorrow and Thursday at Peterborough showground
pic.twitter.com/BCHxnKRQwJ



Expand

Reply Retweet Favorite



HOUSEHAM SPRAYERS @HOUSEHAMSPRAYER

Who is going to croptec 2013? We will be there with Merlin 30th and 31st October

Expand

Reply Retweet Favorite



Gareth Jones @GarethJonesBM

Thinking of 2014 with a new sprayer? Book a demo now with @Tecnomauk @HOUSEHAMSPRAYER or Lite-Trac or click bit.ly/1fUvfqN

Retweeted by HOUSEHAM SPRAYERS

Tweets



Reading Agricultural @Reading_Ag

17 Dec

"Small is successful: Creating sustainable livelihoods on <10 acres" ecologicalland.coop/sites/ecologic... talk to @halo42 or @Jon_Birchall #agrchatuk

Expand

Reply Retweet Favorite More



Reading Agricultural @Reading_Ag

16 Dec

"Apply by January for £5,000 farm innovation grants" - FW article with a quote from @halo42 fwi.co.uk/articles/16/12... #agrchatuk

Expand

Reply Retweet Favorite More



Reading Agricultural @Reading_Ag

13 Dec

new blog: "How to find funding for rural farmers", FW article by @halo42 readingagricultural.co.uk/blog_post.php?... #agrchatuk

Expand

Reply Retweet Favorite More



Reading Agricultural @Reading_Ag

13 Dec

new blog: all v pleased, 93% client satisfaction survey #exceptional. many thanks to all our clients-could do better! readingagricultural.co.uk/blog_post.php?...

Expand

Reply Retweet Favorite More



Reading Agricultural @Reading_Ag

13 Dec

"Targets to boost your livestock farm's profit" - FW article fwi.co.uk/articles/12/12... #agrchatuk

Expand

Reply Retweet Favorite More

Not forgetting - socialising



FARMERS

Discussing issues affecting farmers
- Uniting the farming community -
All for one: One for all

facebook.com/groups/farmers4farmers/

FARMERS Members Photos Files Join Group + Create Group

RECENT POSTS

Bagalue Antony



Publications - Stockholm Environment Institute
www.sei-international.org

About 1,246 members

Open Group

Discussing issues affecting farmers - Uniting the farming community - All for one: One for all

... See More

Suggested Groups See All

- SINGLE FATHERS ASSOCIATION TRINIDA...**
Related to FARMERS
Join Group
- PROUD To BE "TRINBAGONIAN"**
Related to FARMERS
Join Group

“ We want the conference and our wider activities to engage with the younger generation to give them ideas, contacts and information to help them rise to the challenges our industry is facing ”

Adrian Ivory, Co-Chairman OFC 2014

Five social media myths

1. Social Media is FREE
2. You have to do it all
3. Social media is for kids
4. It's really simple - set up the accounts and great magic will happen
5. You can share absolutely *anything*

Social Media is about delivering on YOUR...



Business Objectives

Plan

- Content
- Objectives
- Targets

Listen

Research –
what's being
said by
whom?

Analyse

What insight do
we measure /
what's our
conclusion?

Engage

Day to day
conversations /
platforms for
engagement?

Five takeaways

1. Think about YOUR compelling content
2. Review how YOU could be benefitting from using social media
3. Plan, listen, analyse BEFORE you engage
4. Do what works for you
5. Measure your results

Thank you!

