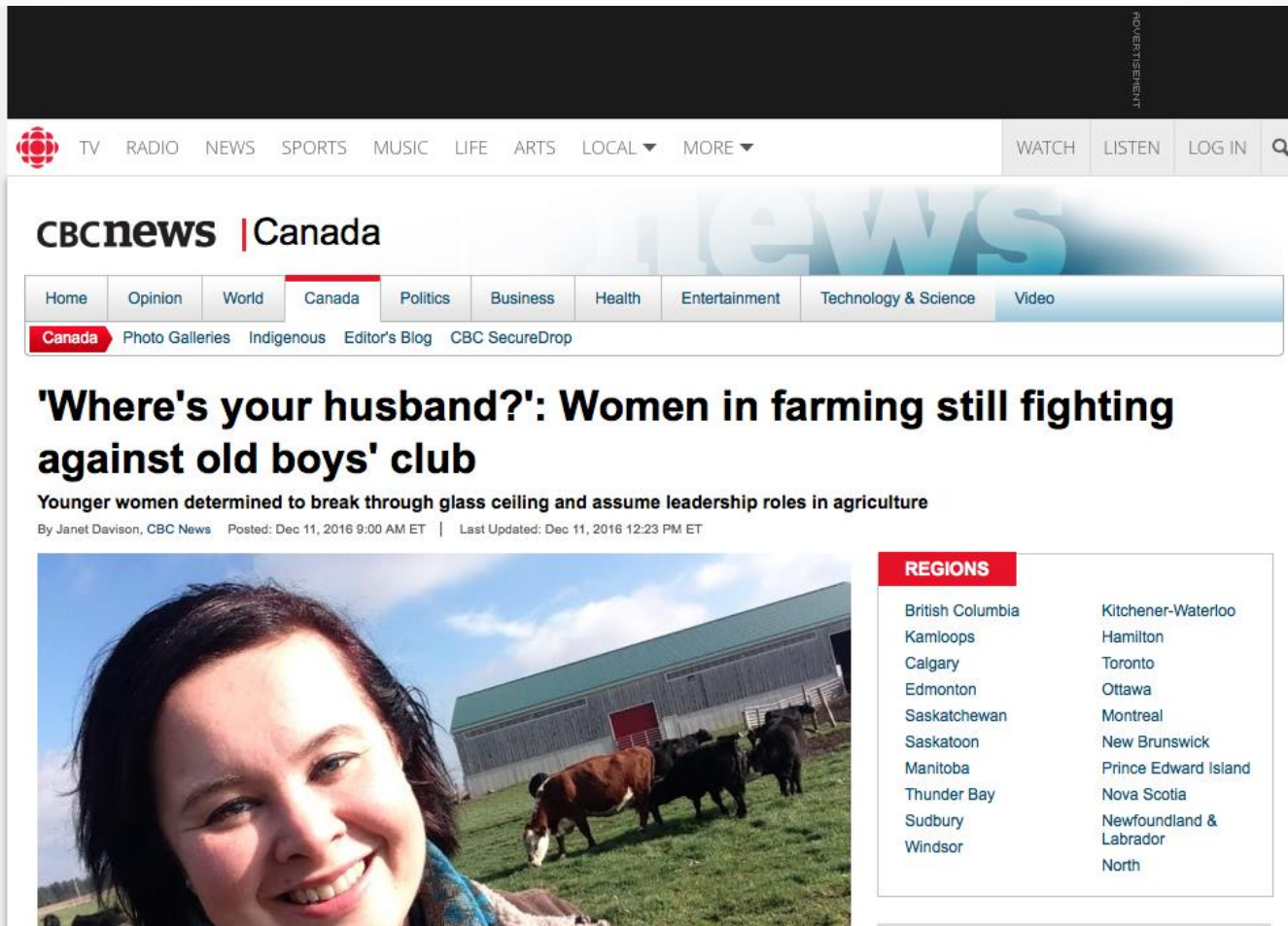


The Phenomenon of Social Media as a Catalyst for Agriculture Awareness



By Amanda Brodhagen

Twitter: @AmandaBrodhagen
#FarmSmart17

A little bit about me ...



PROVERTISEMENT

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'Where's your husband?': Women in farming still fighting against old boys' club

Younger women determined to break through glass ceiling and assume leadership roles in agriculture

By Janet Davison, CBC News Posted: Dec 11, 2016 9:00 AM ET | Last Updated: Dec 11, 2016 12:23 PM ET



REGIONS

British Columbia	Kitchener-Waterloo
Kamloops	Hamilton
Calgary	Toronto
Edmonton	Ottawa
Saskatchewan	Montreal
Saskatoon	New Brunswick
Manitoba	Prince Edward Island
Thunder Bay	Nova Scotia
Sudbury	Newfoundland & Labrador
Windsor	Labrador
	North

Poll Questions



Why social media matters

- **Opportunity to interact with consumers, customers, government officials, media & more!**
- **Pick your battles.** Social media is a beast! You can't be everywhere. Make a decision about where you are going to deploy your social media resources.
- **Social media content pays over time.** Every blog post, photo or tweet will help build awareness.

Continued ...

- **The Golden Rule of Social Media = Be Helpful.** Help your customers. Help your fans. And most importantly be authentic in your responses.
- **Like farming, social media comes with risks.** Think twice about what you say, as you never know what kind of impact or impression that you might be making.



Social media platforms

- **Twitter** – Offers two-way communication, allows you to connect with the world & make connections not only with customers but other farmers just like you!
- **Facebook** – Good for sharing longer posts or stories. Always keep in mind what your audience is. If you have a lot of non-farmer friends this may be a good social media tool to use.
- **Blog** – If you can do it, do it. The only downside is that it can be very time consuming.



Continued ...

- **Snapchat** – It seems to be the hottest social media platform out there right now. Great for showing photos & little video clips.
- **Instagram** – Great way to share photos and messages to compliment the images being posted.

Twitter

Home Moments Notifications Messages



Search Twitter



TWEETS 25.5K FOLLOWING 3,976 FOLLOWERS 4,658 LIKES 21.2K LISTS 3 MOMENTS 0

Edit profile

Amanda Brodhagen

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Part time beef farmer, Advocate for farmers on the other half of the dinner plate @OntFruitVeg, @uofg PoliSci & @CYLProgram Grad, @JuniorFarmers Madam Marketing

Perth County & Guelph, Ontario
instagram.com/amanda.brodhag...
Joined October 2009

Tweets Tweets & replies Media



Pinned Tweet



Amanda Brodhagen @AmandaBrodhagen · Jan 19

I will be speaking at FarmSmart on Saturday at 10:05am. Here's the info in case you're interested ->
farmsmartconference.com/farmsmart-2017... #OntAg #AgProud

Who to follow · Refresh · View all



Marie Claire @marieclaire

Follow



Harper's Bazaar @harpe...

Follow



Seventeen @seventeen

Follow

Find friends

Key things to remember with Twitter

- Analyze your interests and follow them!
- **Understand “hashtags” # i.e. #OntAg #FarmSmart17**
- **Join the conversation, but only if your ready!**
- Ignore the “haters” or “trolls”. Don’t let yourself get sucked into their negativity.



Twitter tricks that I love

- **Pining tweets** – gives you an awesome opportunity to advertise yourself, your product, service etc.
- **Case in point** – I advertised today's talk!



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3,001 Photos and videos



Tweets Tweets & replies Media

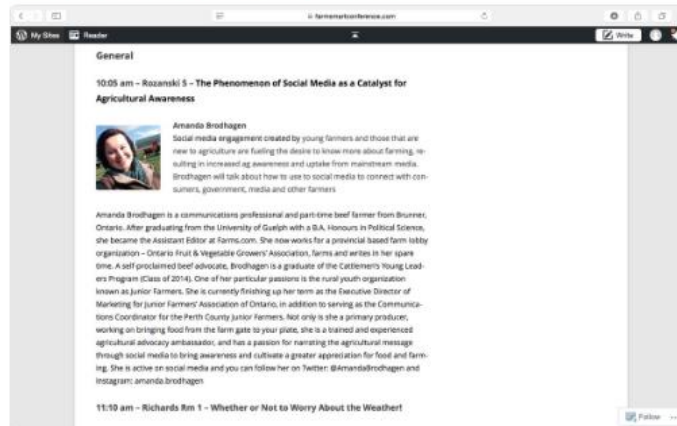
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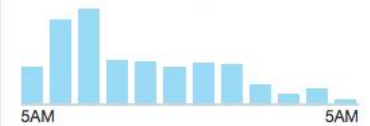
farmsmartconference.com/farmsmart-2017... #OntAg #AgProud



FarmSmart

Your Tweet activity

Your Tweets earned **5,421 impressions** over the last 24 hours



View your top Tweets

Who to follow · Refresh · View all

- marie claire** Marie Claire @marieclaire Follow
- BAZAR** Harper's Bazaar @harpe... Follow
- Canadian Limousin** @CDN... Follow

Find friends

Trends · Change

#InauguralBall

Farmers who are rocking the Twitterverse!

- <https://twitter.com/adrienneivey>
- <https://twitter.com/OspreyBeekeeper>
- <https://twitter.com/Dustyzam>
- <https://twitter.com/BigDaddyPatty>
- <https://twitter.com/Crookedlakecows>
-
-
-

Continued ...

- **Schedule your tweets to help manage your content!** Platforms like Hootsuite can help.
- **You can tag people in photos!** Adds more reach to your photos and it doesn't cost you valuable characters in your tweet.



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Compose new Tweet

What's happening?



Who's in this photo?

Search beef

- BeefNorth @BeefNorth
- Ontario Beef @OntarioBeef**
- Sustainable_Beef @Sustainabl_Beef
- Defending Beef @DefendingBeef

140 Tweet

at FarmSmart on Saturday
s the info in case you're
nce.com/farmsmart-
AgProud

Your Tweet activity
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View your top Tweets

Who to follow - @ontario-beef

- **With a little bit of effort, it won't be long before you start to “think in tweets!”**

Facebook – let's explore!

- Facebook live feature:
<https://www.facebook.com/HeartwoodFarm.info/>
- V-Blogging:
<https://www.facebook.com/CodyCreelmanCowVet/>
- Farmer Tim:
<https://www.facebook.com/MayhavenFarms/>

Take home messages

- If you don't define yourself, there's a chance that someone will do that for you.
- What's there to loose? You only have something to gain if you put yourself out there.
- You can become an influencer and can affect positive change!



Stay connected

- Twitter: @AmandaBrodhagen
- Instagram: amanda.brodhagen
- Snapchat: cowbossxo
- Email: amandabrodhagen@gmail.com

