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COUNTRY



Social Media In Agriculture

Achieving sustainable agriculture through social media



Thursday, 5 April 2012

Ag Ex Social Media project gaining momentum.

Ag Ex chair Bill Long and project manager Mark Stanley have just completed a video clip explaining the social media project and why groups should get involved. To view the video go to the Ag Ex web page at www.agex.org.au. The video was shot and edited by Mark Thomas from Missing Link Media in Port Lincoln. Mark's work is an example of the quality of video we want to produce for groups to extend their land management messages.

At a recent forum hosted by the Lower North NRM group, forum MC Leigh Radford of ABC Country Hour fame spoke of the older demographic that listens to the program, and how the use of social media has opened up the news and views expressed on the program to a whole new audience of younger listeners.

Getting groups involved

All the groups that responded to the request late last year for interest in the Social Media project from Mandy have now been sent a request to provide more information on the videos clips they want to progress. It is hoped that there be a flurry of activity over the next few months as some quality videos are produced and go on line.

Groups can be involved in the productions at a level that suits them best. At the very least it is important though that videos shot in areas where these groups have influence have the endorsement from these groups. If group members want to have a role in the production they will be more than welcome to participate.

Another approach is for the Social Media project to work in collaboration with farming groups and NRM organisations to add value to work already planned. There a significant benefits in this approach. It allows more resources to be put in to produce a better quality product; it develops stronger alliances between groups and NRM bodies; and it gives the resultant videos greater exposure to potential adopters of the practices being demonstrated and explained.

If you are still interested what the Social Media project may have to offer, but have yet to become involved at any level, please do not hesitate to approach Mark Stanley or Mandy Pearce.

Year of the Farmer social media survey

The Australian Year of the Farmer is conducting a survey about Social Media in Agriculture and in your workplace. Follow the link

http://www.sbm21.com/_r/s.cfm?sv=6639&c=95

Participants have the chance to win a signed cricket bat by Glen McGrath!!

Surveying your current knowledge and views on using social media

If you have not yet completed the Ag Ex Social Media survey to gain an insight into your current views and use of social media by farming systems groups and other network partners and your preferences for social media training please go to the survey link at:

<https://www.surveymonkey.com/s/MHJN9DN>

Social Media Training commencing

Training in video production and editing is high on the preferences for training.

As a start to this training the Northern & Yorke NRM are hosting training session on video editing on Friday 4th May at Crystal Brooke. The training will be conducted by John Peet who has a background in news editing.

The theme for the day will be stubble management. You will need to bring along any video footage and photo that will support the production of your video.

If you are interested please contact Michael Richards, Regional Landcare Coordinator or Mark Stanley, Ag Ex Social Media project manager. While the workshop will cater mainly for those from within the region, there are up to six places for people interested in attending from outside the region.

Further full day workshops in video production and editing are planned for other parts of the state, and will include hands on activities including taking film content for the clip, loading files & content in editing software, production & editing, managing files and exporting / uploading files.

What makes an effective video?

When planning a video you need to consider the following questions

- ✚ What is the idea?
- ✚ What are the issues?
- ✚ Why does it work?
- ✚ Drawbacks, potential problems

Video clips need to be engaging. Follow the tips below to ensure videos will effectively engage the viewer:

- ✚ Avoid a video of a talking head.
- ✚ Use video, photos that depict action and relate strongly to the points wanting to be communicated.
- ✚ Photos can be effective if video footage is not available; zoom in and out to create impact.
- ✚ Keep questions and responses simple whilst ensuring the key message is not lost.
- ✚ Have a list of questions and give context to the answers so that answers can be self-contained
- ✚ Video clips should run a maximum of 3 minutes to ensure the user is fully engaged listening to the messages.
- ✚ Involve an authority and /or a demonstration
- ✚ Think about the language you use – keep it simple
- ✚ Select a title that is attention grabbing, restrict to 12 words

Connecting with agriculture

Queensland based AgForce and the Australian Agricultural College Corporation have a great way to keep children and teenagers entertained this Easter holidays while connecting with agriculture. AgForce Education and Training manager Wendy Allen said school students of all ages are invited to participate in the 2012 Cre8ive Ag Competition. Schoolchildren from years one to six are asked to decorate a gumboot to represent what agriculture means to them, whilst teenagers can use their mobile phone or video camera to make a short video-clip that illustrates why people aspire to work in agriculture and what agriculture means to them. Ms Allen said the Cre8ive Ag competition went beyond artwork and looked to the future of Queensland agriculture. For more information go to

<http://www.agforceqld.org.au/file.php?id=1377&open=yes>

Social Media in Practice

Have a look at the following sites to get an idea of how social media is advancing agriculture.

Ask an Aussie Farmer

An idea grown by real Aussie farmers so you can have your food and fibre questions answered by those who produce it for you. <https://twitter.com/#!/AAAFarmer>

Udderly Fantastic

This is a social media outlet for people involved in the dairy industry. It is moderated by DA and you need to register but its main aim to connect people involved in the dairy industry.

<http://www.udderlyfantastic.com.au/>

Ag Chat Oz

#AgChatOz has shown how a community of similar interests can spring up in the Twittersphere and deliver tangible benefits to participants in terms of information, advice and networking. The aim of AgChatOz — adopted from the American #AgChat — is to connect rural Australian communities online and help close the city-rural divide by providing a meeting place for weekly conversations between them. Here is some more info on #agChatOz

<http://blogs.crikey.com.au/rooted/2011/01/19/farmers-on-twitter-hashtags-over-harvesters/>

This link explains Ag Chat Oz in more detail

<http://www.croplifeaustralia.org.au/files/whatsnew/What%20is%20AgChatOz.pptx>

Here are some further agriculture related twitter accounts:

<https://twitter.com/#!/agforceqld>

<https://twitter.com/#!/theGRDC>

Wool marketing using social media

The wool campaign depicted in the following link demonstrates integration of a range of social media platforms to give some amazing results in terms of exposure. Follow the link:

<http://www.youtube.com/watch?v=0L1WvAM6hZ8>

For further information about the project and to get involved contact follow the project's progress and find links to the latest videos on the Ag Excellence Alliance website at <http://www.agex.org.au/> or go to the Ag Ex Facebook page https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip_nax_wizard=true&sk=wall

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