

# Social Media In Agriculture

*Achieving sustainable agriculture through social media*

September 2012

NEWSLETTER #5

## Video training completed

The Ag Ex Social Media in Agriculture project has now completed three video production workshops at Struan, Kadina and Cummins. Particular thanks must go to Leighton Pearce and Fiona Priest who provided valuable insight into the technology and art of video production. The training is giving farmers and industry personnel the skills to use videos to share their knowledge and communicate their messages to a broad audience.



*Participants at the Cummins video training*

## Building skills in using social media

The next round of social media training began at Port Lincoln on the 30th August. This training will show participants how to implement the latest social media techniques straightaway to make their business marketing a success.

The training includes description of the different types of social media tools and applications, comparison of different types of social media tools and applications, and the set up and use of popular social media tools and applications.

The training will be hands on

It will include uploading / downloading images, uploading / downloading You Tube videos, putting You Tube videos in Facebook, Twitter, etc.

No equipment required to be brought by the participants

The training is open to all grower group members, farmers, advisers, NRM employees and agribusiness employees.

Course locations are:

- TAFE SA Naracoorte Campus on 17th September
- TAFE SA Kadina Campus on 25th September
- TAFE SA Murray Bridge Campus 9th October 2012

Additional workshops are planned for the KI and Yorke Peninsula.

The session will be from 9.00 am to 3.00 pm.

Bookings are essential as places are limited to 10 per workshop.

To secure your place contact Sam Bastian phone 8522 0340 or e-mail [samantha.bastian@tafesa.edu.au](mailto:samantha.bastian@tafesa.edu.au)

## Tips for using your iPhone for video

Christopher S. Penn provides a short and simple "how to" video on improving interviews recorded on your iPhone. Visit <http://youtu.be/DH-z8y-U41k> for this how to.

The Social Media project is planning training in iPhone application in the coming months. Follow us on Facebook for further information.

## Video Production

### *Growing Solutions videos*

The Social Media project has engaged Growing Solutions to produce 12 videos with the MacKillop Farm Management Group, Mallee Sustainable Farming, and Precision Ag Australia, The content for a number of these has already been negotiated with the groups. Growing Solutions have also produced videos for Ag Ex in association with SANTFA – [www.agex.org.au](http://www.agex.org.au)

### *LEADA*

The Social Media project has been collaborating with LEADA in the production of two videos on fertiliser application and calibration of spreaders. The first of these videos is now on the Ag Ex web site – [www.agex.org.au](http://www.agex.org.au)

### *Mice Management*

Five videos on mouse management have been produced and can be viewed on the Ag Ex web site – [www.agex.org.au](http://www.agex.org.au). These have been

produced on the Eyre and Yorke Peninsula and give a farmers perspective and experience on mouse control.

#### ***EPARF Members Day videos***

There are five videos in all and provide an insight into a number of technical areas regarding safe spray application – [www.agex.org.au](http://www.agex.org.au)

#### ***Upper North Farming Systems group***

These videos made on site at Morchard and Peterborough are in the editing stage and should be ready for loading onto the Ag Ex web site in September following final approval.

#### ***Minnipa Ag Centre project videos***

The social media project team spent a day at the Minnipa Ag Centre recently to take video footage of a range of projects being delivered in the upper EP. These will be available soon.

#### ***Snail management videos***

Michael Richards and Bill Long are working with Emma Leonard on the options for updating and putting the Bash-em, Bait-em, Burn-em DVD into a series of short video clips. Video footage shot earlier this year on the Yorke Peninsula is also being edited at the moment into a series of short videos on recent experience with mouse management.

#### **Social Media project and Ag Ex web site launch**

Close to forty grower group, Australian and State Government and other key stakeholder and sponsor representatives attended the Ag Ex web site and social media project launch at the Caledonian Hotel in North Adelaide recently. Tom McCue, Manager of Delivery Platforms Regional

Grower Services from GRDC gave an enthusiastic presentation on the future opportunities that social media will present, Peter Freeman from Woof Design and Print gave a live demonstration of the new web site whilst Michelle Lauder, Assistant Secretary, Australian Government Land and Coasts from DAFF officially launched the project and web site.

See the report on the link from the Stock Journal: <http://sj.farmonline.com.au/news/state/agribusiness-and-general/general/farmers-gain-social-media-skills/2618010.aspx>



*Bill Long, Chair of Ag Ex and Peter Freeman from Woof Design and Print*

**Google Wallet** – Take a look at what Google is developing in the next step in the digital age - [http://www.youtube.com/watch?v=DsaJMhcLm\\_A](http://www.youtube.com/watch?v=DsaJMhcLm_A)

Ag Excellence Alliance website at <http://www.agex.org.au/> Ag Ex Facebook page [https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip\\_nax\\_wizard=true&sk=wall](https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip_nax_wizard=true&sk=wall)

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