

Social Media In Agriculture

Achieving sustainable agriculture through social media

November 2012

Newsletter #6

The Social Media in Agriculture project is reaching the end of its first year. In this time over 40 videos have been produced in collaboration with nine farming systems groups, over 80 people have benefitted from training in video production and social media use, the project has been highlighted at a number of events including the Year of the Farmer events in Rundle Mall, the Hart Field Day, the EP Field Days and the South East NRM sustainability forum in Bordertown, and on the ABC radio and the Stock Journal. As well the Ag Ex web site has had a major overhaul to make it social media friendly and the Ag Ex Face Book site is gathering followers. Thank you to all those who have contributed to the success of the project so far and we look forward to your continued participation in the New Year.

Web site and Face Book site

The new Ag Ex web site is proving to be a valuable tool for Ag Ex and the Social Media project. Over the next few months further improvements will be made to the web site, especially in relation to the cataloguing of the videos. The Face Book page has been upgraded with new Ag Ex image, and is slowly building its following. www.agex.org.au

Video Production

Short video production is a key focus of the social media project. The aim is to develop videos on a broad spread of topics around innovative and best practice sustainable agriculture, engaging with as many of the farming systems groups as possible to give members the experience and knowhow on how to use this medium in the future. The list below covers the current initiatives across the state in the project:

Brome Grass Management

Footage was shot on Phillip Arbon's farm at Watchman in the mid North on work being done by Peter Boutsalis of the University of Adelaide on brome grass management.

Integrated pest management and native bees

The value of bees in crop pollination and integrated pest management were the topics of videos shot on the Yorke Peninsula recently with Danny LeFeuvre of Bee Pollination Services and Steve Matschoss at Maitland. The value of native bees from a biodiversity and crop production perspective was also cover with Katja Hogendoorn from the University of Adelaide.



Katja pointing out a native bee nest in canola near Minlaton

Mid North High Rainfall Zone trial site

A recent videoing trip to the MNHRZ trial site highlighted a range of project initiatives aimed at improving the resilience of high rainfall farming systems with Jeff Braun and Mick Faulkner. The growing biomass trial is aiming to fill the feed gap, canopy management of wheat is aiming to reduce the risks associated with variable seasonal conditions, whilst the grazing cereals trials are aiming to maximize grain yield and grazing potential. The videos should be on the Ag Ex website by Christmas.






Jeff Braun inspects turnips in the growing biomass trial at the MNHRZ field site

Video and social media training

The Social Media in Agriculture project has now delivered training on video production and the use of social media platforms to over 80 participants around the state. The video training was conducted by

Leighton Pearce and Fiona Priest with workshops at Struan, Cummins and Kadina. Feedback from these workshops has been positive. The training on the use of social media platforms was conducted by TAFE SA in workshops held at Port Lincoln, Naracoorte, Kadina, Murray Bridge and Kangaroo Island. Feedback on this training has been mixed. Those starting out in the use of social media platforms found the training very valuable, whilst those who had a working knowledge of the platforms found the training to be of less value. It is hoped to provide some advanced training in the New Year.

What is RSS?

RSS is a file format that is used to let people know when a certain website or part of a website has been updated with new content. The service which alerts users to these updates is known as an RSS feed. When loaded into an RSS reader, a feed will deliver a brief summary of each update that is made to the website it comes from, along with a link to the updated area of the website. RSS feeds can usually be found linked from a small orange icon such as  or  or .

What is AgChatOz?

AgChatOZ (or Agricultural Chat Australia) is a digital online community which brings together rural and urban Australian's to discuss topical issues affecting the industry. Through AgChatOZ, the tyranny of distance that so often isolates rural Australian's is eliminated and rural and urban Australian's are able to educate, enlighten and learn from each other. Once a week on a Tuesday evening at 8:00pm EST, the "Twittersphere" (online Twitter community) now converge to discuss the issues that directly affect their crop, livestock and way of life. Through the hashtag (a content filter) #agchatoz - the digital community comes together.

<http://www.agchatoz.org.au/what-is-agchatoz>

Telling personal stories using social media

MLA as part of its community communications activities, endeavours to showcase real producers using the power of a personal story. To support red meat producers to get involved, MLA is providing social media training workshops. At the end of the workshop you will have a plan for your social media

activity and you will have already started telling 'your story'.

<http://www.mla.com.au/MLA-community/Tools-to-help-share-your-story/Social-media/Social-media-workshops>.

What apps are doing for farmers

On local ABC radio the Tony Delroy show discusses what apps are doing for farmers with Paul Wallbank from Net Smart.

http://mpegmedia.abc.net.au/local/nightlife/paul_wallbank_m2104216.mp3

Nat Landcare Conference highlights are now available to watch on YouTube.

Award-winning scientist Dr David Suzuki providing an insightful look at the changing climate. A panel discussion on the balance of food production including renowned scientist Tim Flannery and Woolworths representative Andrew Hall. Publisher Mia Freedman and award-winning author Peter FitzSimons explaining how Landcare can benefit from, and engage in, social media. For further information, visit the [National Landcare Conference website](#).

Who gives a twit about Twitter



John James, convener of the Enabling Change and Innovation program in Queensland, host a webinar with Cynthia Mahoney, Director of [Cynthia Mahoney and Associates](#), who

discusses the use of Twitter for enabling change. Watch the webinar recording on YouTube from here.

How a \$20 tablet from India could blindside PC makers, educate billions and transform computing as we know it

The Indian government is already connecting 600 universities and 1,200 colleges with broadband and wifi, in addition to an effort to connect 250,000 villages with fiber-optic internet in the next two years, at a cost of \$4.5 billion. In November the president of India unveiled the seven-inch Aakash 2 tablet computer for distribution to 100,000 university students and professors. It's \$20.



<http://qz.com/26244>

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

Social Media Project Manager: Mark Stanley e: mark@regionalconnections.com.au m: 0427 831 151

Ag Ex Admin Manager: Many Pearce e: mandy@agex.com.au m: 0418 805 670