

## is there a disconnect?

- » Do Consumers know where their food comes from?
- » 1.53% of the US population is involved in food, fiber, and fuel. **Only 1% of this body use social media.**
- » 1960 – US Farmer fed 26 people
- » 2011 – US Farmer feeds 155 people
- » Jobs supported by US Farmers: **24 Million**
- » Farmers will need to produce more food in the next 50 years than was produced in the previous 10,000

## the battle for mass influence

Social Media = Influence  
Leadership = Influence (John Maxwell)  
Leadership + Social Media = Mass Influence

## yikes...ag is losing

- » PETA - 1.3M Facebook fans, 240K Twitter followers, 42K YouTube subscribers
- » HSUS - 1.1M Facebook fans, 98K Twitter followers
- » GREENPEACE - 1M Facebook fans, 405K Twitter followers
- » SIERRA CLUB - 133K Facebook fans, 32K Twitter followers
- » FARM SANCTUARY - 60K Facebook fans, 22K Twitter followers
- » @AGCHAT - 3700 Facebook fans, 19K Twitter followers

# Why care about social media?

Social Media is not a fad.

What can you do?

## tell your farm story

- » Showcase the work you do on your farm and why you do it, let people ask questions
- » Answer questions--Dispel myths
- » Connect to mainstream media
- » Influence the debate
- » Join the conversation

## What is #agchat?

- » A Twitter "Town Hall" for food, fuel, fiber and feed producers
- » Engaging from 10+ countries, 4 continents, predominantly North America
- » Chat happens every Tuesday, 8-10pm ET
- » Go to [twubs.com/agchat](http://twubs.com/agchat) to join in the chat
- » New topic each week, education & networking

## engage for 15 min a day

### twitter resources

- » Search: [twitter.com/search](http://twitter.com/search)
- » Get a Room: [twubs.com](http://twubs.com)
- » Monitor: [hootsuite.com](http://hootsuite.com)
- » Monitor: [tweetdeck.com](http://tweetdeck.com)
- » Multi-Term Search: [tweetgrid.com](http://tweetgrid.com)
- » Who's Active: [klout.com](http://klout.com)

### tools

- » [twitter.com](http://twitter.com)
- » [facebook.com](http://facebook.com)
- » [linkedin.com](http://linkedin.com)
- » [blogger.com](http://blogger.com)
- » [wordpress.com](http://wordpress.com)

### video/pictures

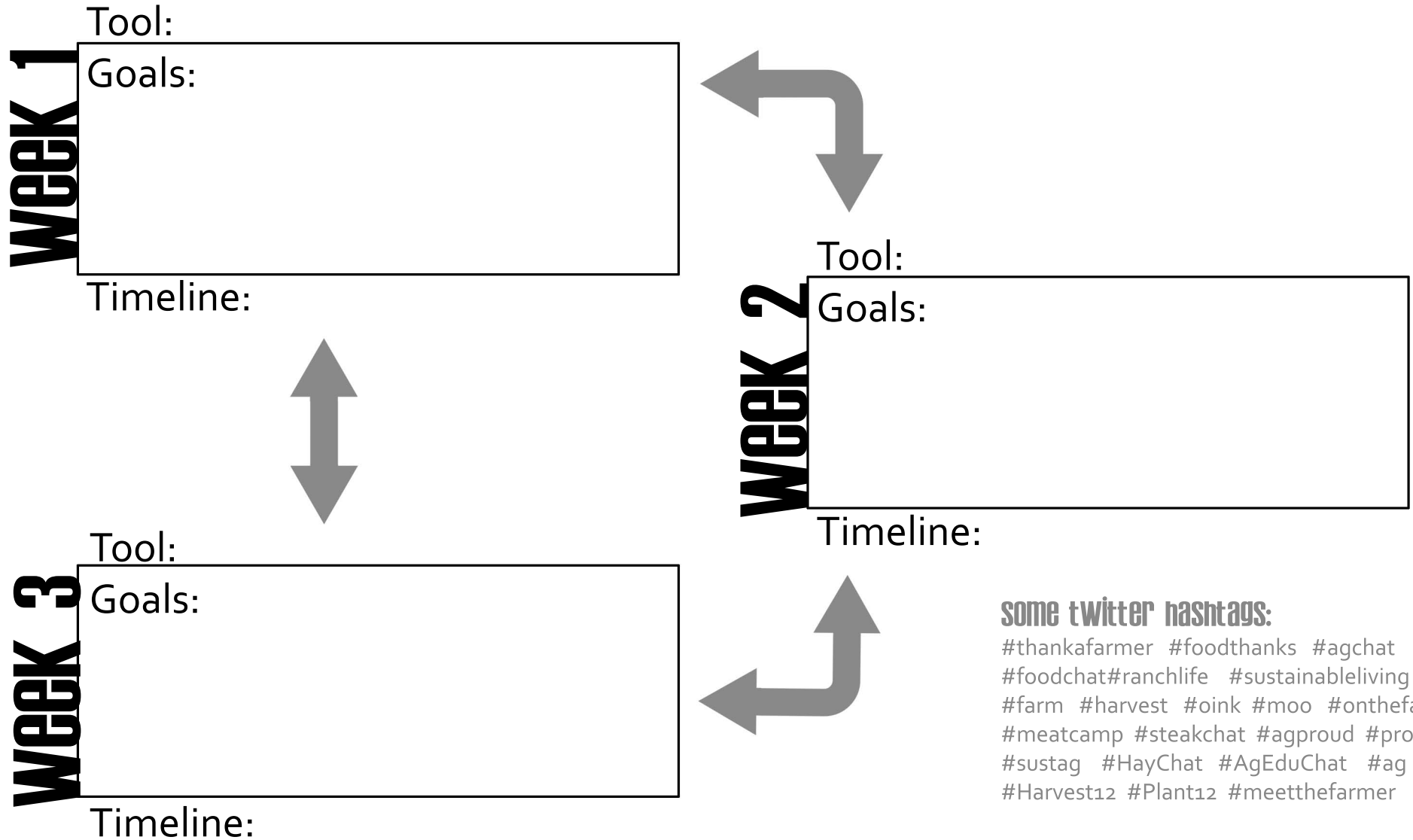
- » [flickr.com](http://flickr.com)
- » [youtube.com](http://youtube.com)
- » [vimeo.com](http://vimeo.com)
- » [viddler.com](http://viddler.com)

### find people w/ common interests

- » [twellow.com](http://twellow.com)
- » [wefollow.com](http://wefollow.com)
- » [listorious.com](http://listorious.com)
- » [justtweetit.com](http://justtweetit.com)

# your farm story roadmap

Social Media is not a sprint, it's a marathon!



Engage for 15 minutes a day for 3 weeks  
(Tweet from your Tractor...or your Toilet)