



# Introduction to social media for Ag Consultants *how and why you can use it effectively in your business*

**Anna Mészáros**

Research and Extension Associate

&

**Natalie Hummel, Ph.D.**

Associate Professor

Extension Specialist



Department of Entomology

LSU AgCenter



# Please take a moment

- To complete our survey
- This will allow us to fine-tune the workshop

# In the beginning...

- Farm visits
- Field Days
- Phone calls
- Meetings
- Newspapers
- Letters
- E-mail



# Now...in addition to all that...

- Facebook
- Twitter
- Google+
- Blogging
- 4-Square
- “the cloud”



- Could this enhance your business?



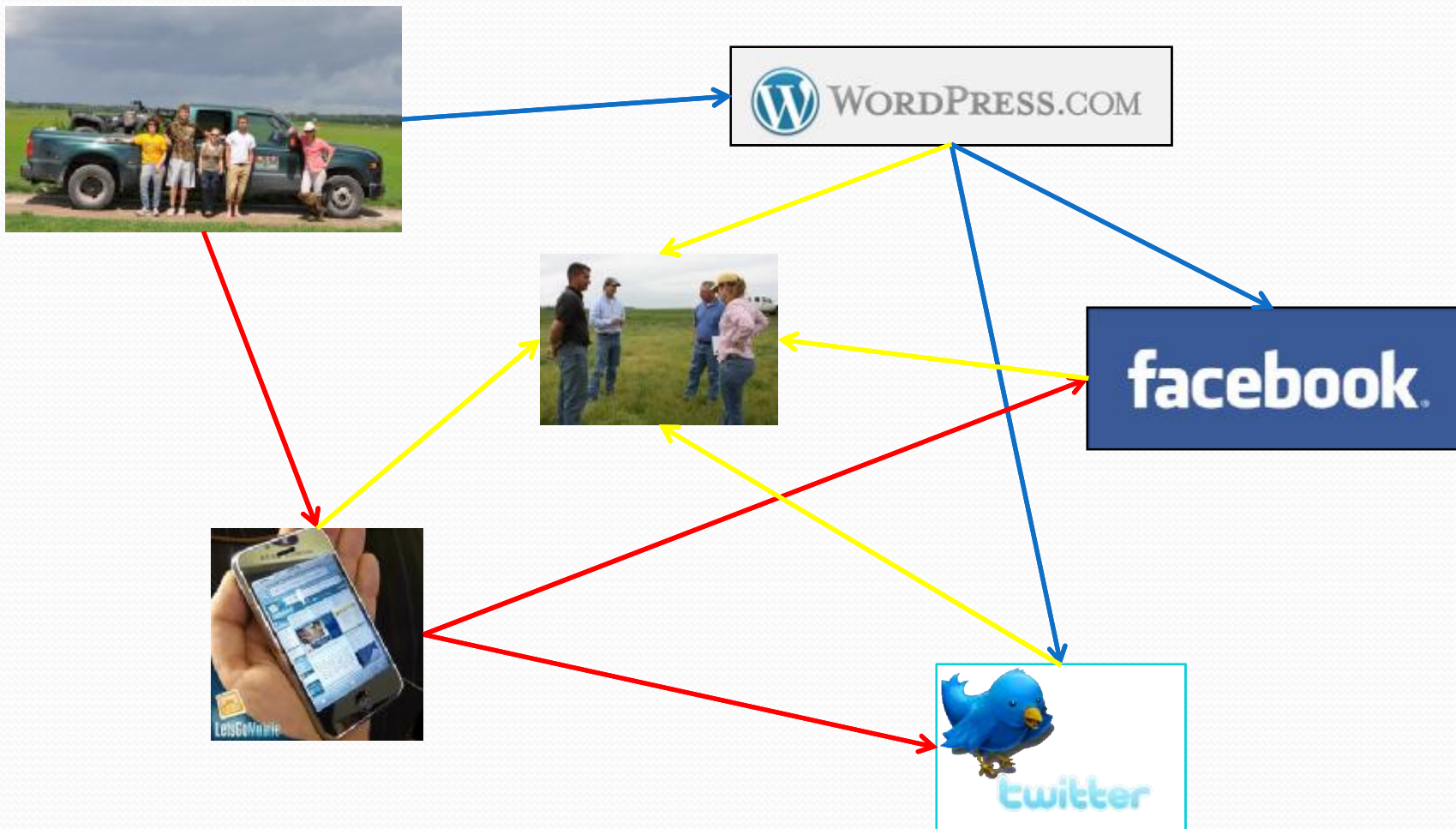
# Tools change

— *But the goal is the same: EDUCATION*

**Diagnose field problems & share solutions**

- Educate about research advances, encourage communication and adoption.
- The foundation is still identifying problems and guiding adoption of best solutions.

# Information flow





# Know your audience – preferences change

- Facebook – social people, many ages
  - Longer information, dialogue, pics, videos, links
  - Advocacy potential (urban education about ag)
- Twitter – technology oriented people, 35 and under
  - Short pieces of information, links, alerts, pics
- Blog – pure information delivery – picture heavy
  - EPA, Chemical companies, farmers, consultants, agents

*Analyze followers, track use, keywords, interaction*

[www.louisianariceinsects.wordpress.com](http://www.louisianariceinsects.wordpress.com)



**Real time  
Rapid posting  
Linkage  
Field Journal**



Follow me

@NatHummel

150 posts  
Over 33,000 views  
~70 subscribers





Natalie Hummel  
Edit My Profile

- News Feed
- Messages **45**
- Events **1**
- Friends

**LSU AgCenter ric...**

- LSU Ag Leadershi...
- Research Updates
- LSU AgCenter Nor...
- Richland LSU AgC...

More

**Apps**

- Marketplace **2**

More

Friends on Chat



### LSU AgCenter rice entomology

Open Group

Edit Settings

Search This Group

Share: **Post** **Link** **Photo** **Video** **Question**

Write something...



**Natalie Hummel**

<http://www.facebook.com/video/video.php?v=10150282699291221&comments>



**Injury from an ongoing armyworm infestation in a rice field. [HD]**

Length: 0:27

June 17 at 3:05pm · Like · Comment · Unsubscribe

View all 3 comments



**Kenneth LaHaye** I find a still picture is very valuable and a video is better.

June 17 at 7:30pm · Like



**Natalie Hummel** Thanks for the feedback. I'll keep taking the time to shoot video.

June 17 at 8:56pm · Like

Write a comment...



**Natalie Hummel**

<http://louisianariceinsects.wordpress.com/2011/06/17/its-time-to-start-scouting-headed-rice-for-rice-stink-bugs/>



**It's time to start scouting headed rice for rice stink bugs << Louisiana rice insects**

[louisianariceinsects.wordpress.com](http://louisianariceinsects.wordpress.com)

It's funny how when you work a field crop, life eventually moves in a pretty predictable cycle. Well, it's that time of year again. Time to start scouting for rice stink bugs in headed rice, although it does seem to be coming a little bit earlier than usual. This is probably a result of very early p

June 17 at 3:05pm · Like · Comment · Unsubscribe

**Members (49)**

See All



Add Friends to Group

Chat with Group

Create Doc

Create Event

View Photos

Edit Group

Leave Group

**Friends' Photo Albums**

Show More



**Wall Photos**

by Don Molino

**Sponsored Story**



Eric Rebek likes Mayhem.



**Mayhem**

Like

Sponsored

Create an Ad



Meszaros Anna

FAVORITES

- News Feed
- Messages
- Events
- Find Friends

GROUPS

- LSU AgCenter rice ento...**
- Southern Farming 10
- Create Group...

LISTS

- Close Friends
- Subscriptions
- Family 20+
- LSU Agcenter 20+
- Corvinus University o... 11
- France - Erasmus & ... 1
- Kertészeti és Élelmis... 15
- Vörösmarty Mihály G... 20+
- Baton Rouge Area 20+

APPS

- Apps and Games 5
- Photos
- Music
- Notes

Friends on Chat



### LSU AgCenter rice entomology

Open Group

75 Members 4 Photos Docs

Write Post Add Photo / Video Ask Question

Write something...



Natalie Hummel added George Yeltatzie and 12 others to the group.



Like Comment Follow Post February 6 at 5:16pm



George Yeltatzie Ohhh! Bugs!  
February 8 at 11:07pm via mobile · Like



Natalie Hummel Thought you might like to see what we are up to in Louisiana.  
February 9 at 6:49am via mobile · Like

Write a comment...



Natalie Hummel

<http://louisianariceinsects.wordpress.com/2012/02/06/epa-approval-of-a-section-24c-registration-for-use-of-dermacor-x-100-in-water-seeded-rice-in-louisiana/>



**EPA approval of a Section 24C registration for use of Dermacor X-100 in water-seeded rice in Louisiana**  
louisianariceinsects.wordpress.com

I just received word from Bobby Simoneaux, Louisiana Department of Agriculture and Forestry, that the EPA approved a Section 24C (special local need) for use of Dermacor X-100 in water-seeded rice ...

Like Comment Follow Post Share February 6 at 5:15pm near Baton Rouge

Harold Lambert likes this

Notifications

Search This Group

Members (75) See All



Central hub to organize information/discussions about the LSU AgCenter rice entomology program.

Who else should be in this group?

+ Add Friends to Group

Sponsored See All

Free Seminar 2-15 @ 6 PM



Topic, Women & heart disease. Please join Dr. Tara Jarreau in helping you understand what's important regarding heart disease in women.

Be an Addict's Cure in LA

degreelink.org



Become a Substance Abuse Counselor in Louisiana! Learn how you may qualify for financial aid for your degree. Request info here.

Amerigroup Baton Rouge



A new way to get Medicaid and LaCHIP to care for you and your family. Coming soon to Louisiana!

# Why Facebook?

- Connect with clientele
  - Figure out how many are on facebook
  - Messaging
- Curate content
  - Links
  - Blog postings
  - Field observations, videos, photos
- Interactive
  - Sharing features – good and bad





Wall

Info

Friend Activity

Photos

About

NAICC, founded in 1978, is the national society of agricultural professiona...

More

247

like this

1

talking about this

Create a Page

Get Updates via RSS

Report Page

Share

### National Alliance of Independent Crop Consultants (NAICC)

Like

Product/Service



Wall

National Alliance of Inde... · Everyone (Top Posts)

Share: Post Photo Video

Write something...



#### National Alliance of Independent Crop Consultants (NAICC)

Executive Board meeting in D.C. and Hill Visit Prep to follow



Like · Comment · Share · March 14, 2011 at 9:29am

2 people like this.



**Dan Easton** Good to see our Board hard at work!

March 14, 2011 at 10:01am · Like

Create a Page

#### You and National Alliance of Independent Crop Consultants (NAICC)

Natalie Hummel likes this.

#### Sponsored

See All

#### Be an Addict's Cure in LA

degreelink.org



Become a Substance Abuse Counselor in Louisiana! Learn how you may qualify for financial aid for your degree. Request info here.

#### Guides You Like a GPS

turbotax.com



TurboTax guides you like a GPS to your maximum tax refund. Guaranteed accurate calculations. Start today

#### Mellow Mushroom Baton



Spring Fever? Come join us at Mellow Mushroom for over 30 beers on tap. Happy Daze till 7pm Mon-Fri with daily drink specials!

Kay Deer-Schweinefus likes Mellow Mushroom Baton Rouge.

#### ADORABLE Kids Dresses

zulily.com



Up to 90% off retail. Click now and SAVE!



# Examples of Facebook *friends*

- Easily Broadcast information & have a discussion
  - Across great distances
  - At any time (pro & con)
- Other Crop consultants
- Cooperative extension professionals
- Farmers
- Ag Industry reps (Equipment, Chemical)
- Ag Media



# Facebook Discussion

- Sharing feature amplifies flow of information
  - Be careful about what you post
  - Against policy to have more than one profile
    - Option – create profile & push content through group page
  - Learn the privacy settings – tutorials online

Pros & Cons  
Examples of use



Break – practice time



# Natalie Hummel

@NatHummel FOLLOWS YOU

Associate Professor/Extension Entomologist at LSU AgCenter in Baton Rouge. IPM for rice, sugarcane, fruit and nut crops. Swimmer, biker, nature-lover.

Baton Rouge, LA <http://www.louisianariceinsects.wordpress.com>

Following

2,724 TWEETS

1,402 FOLLOWING

926 FOLLOWERS

### Tweet to Natalie Hummel

### Tweets

Following

Followers

Favorites

Lists

Recent images



### Similar to Natalie Hummel

Avery Davidson @averydav Follow

Extension & Outreach @ISUExtension Follow

Andy Kleinschmidt @akleinschmidt Follow

### Tweets

Natalie Hummel @NatHummel 1h  
@FarrellGrowth thanks for the RT!

Natalie Hummel @NatHummel 2h  
The @LSUAgCenter has a large variety of crop production videos on insects, weeds, diseases & more: [youtube.com/user/LSUagcent...](http://youtube.com/user/LSUagcent...) #CESValue #AgChat

Natalie Hummel @NatHummel 2h  
Finally! Now cotton specialists can wear it guilt free. RT @farmpress: #Cotton finds big market with Under Armour [southeastfarmpress.com/cotton/cotton-...](http://southeastfarmpress.com/cotton/cotton-...)

Natalie Hummel @NatHummel 4h  
@keatleygarvey yes. I earned my doctorate in entomology in 2005. Advised by Peng and Zalom.  
← In reply to Kathy Keatley Garvey

Farmland Network @FarmlandNetwork 23h  
Lincoln's birthday in 2012 is also the 150th anniversary of USDA. Lincoln signed an act of Congress establishing the dept. in 1862.  
↻ Retweeted by Natalie Hummel

Natalie Hummel @NatHummel 11 Feb  
@TomOnEdge good luck with that one!!!  
← In reply to Thomas Frank

Natalie Hummel @NatHummel 11 Feb  
Congrats! RT @khawkbikeragent: Lydia & I are celebrating our 24th anniversary today

twitter

© 2012 Twitter About Help Terms Privacy





# Why should you tweet?

- Free replacement for texting
- Share field observations
  - Tweet to clients from smartphone – text & picture
  - Send recommendations
  - Messaging features
- Keep up on news, markets, government policy
  - Monitor markets
  - Monitor news
  - Monitor governmental agency activities
  - Learn about research advances



# Followers vs. Following

- **Followers: people who follow you and want to hear what you are saying/observing**
  - Original observations or sharing information (links)
  
- **Following: people/organizations you follow to learn what they know/are saying**
  - Leaders – experts – good information gatherers



# Twitter etiquette

- It is good to follow people back (if you are interested in their content) – why?
  - Make a connection
  - Can send Direct Messages (private conversation – *but not secure, just not broadcast to everyone*)
- Thank people for their interaction with you



# Potential Twitter Followers

- Other Crop consultants
- Commodity traders
- Cooperative extension professionals
- Farmers
- Ag Industry reps (Equipment, Chemical)
- Ag Media

Cotton Farming

Peanut Grower

Rice Farming

Corn South

Soybean South



- HOME
- ARCHIVE
- ABOUT US
- CALENDAR
- LINKS
- SUBSCRIBE
- ADVERTISE
- CLASSIFIEDS

- In This Issue**
- Minimize Fertilizer Nutrient Loss
  - U.S. Rice Export Update
  - Richter Leads NAAA
  - From Field To Community
  - High Speed Rail Loading
  - From the Editor
  - Rice Producers Forum
  - USA Rice Federation
  - Industry News

Google Custom Search

FROM THE EDITOR

### Need money? Think outside the ag industry box

BY CARROLL SMITH  
EDITOR

print this article e-mail this article

"Whatever means it takes to reach a successful end, the resiliency of human nature proves that anything can be accomplished if you set your mind to it." This was the closing sentence in my Editor's Note for the March issue of Rice Farming. As it turns out, that thought also mirrors the theme of the article on Page 16: "High Speed Rail Loading." This special report tells the story of a group of south Louisiana farmers, who, despite hearing numerous comments like "Don't count on it" and "You'll never get it done," were able to raise \$780,000 in a relatively short time to help fund a high speed rail loading grain facility to gain access to new markets.

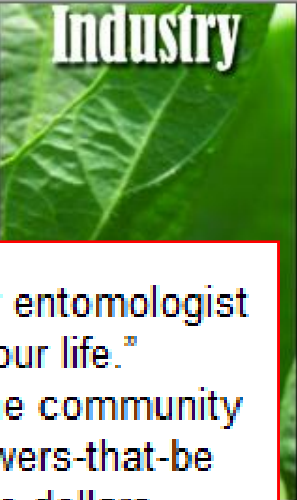
**SOYBEAN SOUTH**  
News & Info for the Soybean



Specialists Speaking  
ARCHIVES

One of their fund-raising efforts involved holding five community meetings to explain the project and ask for \$5,000 contributions. The beauty of these gatherings is that they weren't restricted just to farmers, landowners and other ag-related entities. The whole community was invited!

Mark Pousson, a rice farmer from Welsh, La., had made a presentation at one of these meetings, and, afterward, was approached by a gentleman who handed him a check for \$5,000. Many other people had ponied up their money that night, too, but this man was different. He had never grown a grain of rice or owned an acre of farm land. It just so



However, I did notice one thing that might be worth considering. LSU AgCenter entomologist Natalie Hummel recently tweeted, "Tell your story of how Extension touched your life." Imagine a campaign involving farmers, ag-related entities and regular folks in the community telling their own such stories and sending them to state legislators and the powers-that-be who hold the purse strings on Capitol Hill. This might just help sway a few more dollars toward our outstanding Extension and research personnel, programs and facilities. You never know when that much-needed money might be appropriated in the most unexpected way.

telling their own such stories and sending them to state legislators and the powers that be who hold the purse strings on Capitol Hill. This might just help sway a few more dollars toward our outstanding Extension and research personnel, programs and facilities. You never know when that much-needed money might be appropriated in the most unexpected way.

Send your comments to: Editor, Rice Farming Magazine, 5118 Park Ave., Suite 111, Memphis, Tenn., 38117. Call (901) 767-4020 or e-mail [csmith@onegrower.com](mailto:csmith@onegrower.com).

e-mail this article

Tell a friend:





# Twitter Discussion

- Spend a little time learning to tweet
  - Hashtags (#) & how to create relationships (@)
- Remember that information can be shared
  - Can set up an open account or a closed account
    - Public - Allows anyone to follow and read tweets
    - Private - Controls who can follow you and read tweets
- Use Lists to manage contacts – dig into other Lists

Pros & Cons

Share experiences



Break – practice time





# Why blog?

- No mobile device required, keep it simple
- Tell your story - journal
- Quick information delivery
- Share pictures, videos
- Replacement for an e-mail newsletter – *quicker to build and easier to share electronically*
- Create a community of interest
- *Establish your expertise in a subject area*



# What do you need to blog?

- Computer with internet access
  - Laptop with mobile access is preferred
- Digital camera or cell phone with camera
- A story to share
- Basic writing skills
  - You might want an editor to assist
  - Think like a reporter



# Explore the blog

- Example post on the session



# Blogging sites

- Wordpress
- Blogger
- Other options???

Discussion about blogging

Pros & cons

How could you use this?



# Google+

- Circles gives more control of info flow
- Google hangouts – excellent web conferencing with video
  - FREE
  - This is the only way I use Google+
- Otherwise similar to Facebook but less users



# LinkedIn

- Professional connections
- Post resume
- Connect with colleagues
- Write referrals

# If you use it, you can inspire others

- Mobile technology is changing, as a result communication is changing.
- Get active in Groups
- Check out twitter list
  
- Be patient
- Be open
- Ask for help





# Pulling it all together

- Be patient with yourself
- Know your audience, *but don't make assumptions*
- Don't be afraid à be experimental/adventurous
- Information flow – use all tools efficiently
  - Blog à facebook + twitter
  - Twitter à facebook + blog
- Remember to respond, kindle relationships.
- Keep it professional, but *personal*





**Be efficient, but effective.**



# Want to learn more?

- Follow on twitter @NatHummel, Facebook
- Subscribe to blog
- E-mail
  - Natalie Hummel
  - [nhummel@agcenter.lsu.edu](mailto:nhummel@agcenter.lsu.edu)