

National Cattlemen's Beef Association

Young Producers' Council



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Council**

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How-To-Tweet- For-Beef Guide



Young Producers' Council

How-To-Tweet-For-Beef Guide

Created by the YPC Twitter Subcommittee: Jena Swanson- Editor,
Cari Rincker, Allen Livingston, Chris Labbe, Sara Thissen

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By Holly Foster

What is the Young Producer Council (YPC)?

The Young Producers' Council was established during the 2008 Cattle Industry Summer Conference in Denver and was initiated to help NCBA members ages 18 to 35 develop their leadership skills and become more involved in NCBA policy development. The group also helps provide networking opportunities, continuing education and professional development activities to its members.

YPC members elected their first slate of officers at the 2009 Cattle Industry Annual Convention in Phoenix, Ariz.

The executive committee and members of the YPC board members also serve as liaisons for YPC to the following NCBA committees:

- Agricultural Policy
- Cattle Health & Well Being
- Federal Lands
- Live Cattle Marketing
- Membership
- Property Rights & Environmental Management
- Tax & Credit Resolutions

The immediate past chairman serves the board in an advisory capacity. YPC members are also active in several task force committees to coordinate specific activities, such as public relations and the group's Cattle Call blog.

“YPC was established to help younger producers gain more effective leadership skills and to give them an opportunity to become involved in NCBA,” says 2010 YPC Chairman Ben Spitzer. “This is our chance as young members to learn about the grass roots workings of NCBA from the ground up and gain valuable experiences that will benefit our industry and the association in the future.”

YPC Background

Membership in the council is free to current NCBA members. For more information, become a fan of the Young Producers' Council on Facebook or visit www.BeefUSA.org/ypc

2009 Executive Committee and Board of Directors

- Chairman- Dustin Dean, Texas
- Vice Chairman- Steven Yardley, Utah
- Ag Policy- Evan Tate, Kentucky
- Live Cattle Marketing- John Schroeder
- Membership- Ben Spitzer, Georgia
- Property Rights & Environmental Management- Holly Foster, California
- Cattle Health- Brandon Carlson, California
- Federal Lands- Ty Kelly
- Tax & Credit- Ben Neale
- Resolutions- Cari Rincker, New York
- Public Relations Committee- Cari Rincker
- Membership Committee- Ben Spitzer
- Governance/Structure Committee- Ben Neale

2010 Executive Committee and Board of Directors

- Chairman- Ben Spitzer, Georgia
- Vice Chairman- Ben Neale, Tennessee
- Secretary/Treasurer- Sharon Breiner, Kansas
- Ag Policy- Evan Tate, Kentucky
- Live Cattle Marketing- Travis Hoffman, Colo.
- Membership- RaeMarie Gordon, Colorado
- Property Rights & Environmental Management- Holly Foster, California
- Cattle Health- Brandon Carlson, California
- Federal Lands- Sarah Baker, Idaho
- Tax & Credit- Wyatt Prescott, Arizona
- Resolutions- Tonya Amen, Wisconsin
- Public Relations Task Force- Cari Rincker, N.Y.
- Membership Task Force- Anna Aja, Arizona
- Cattle Call Blog Task Force- Katy Groseta, Arizona

By Cari Rincker

A Two-Month Twitter Challenge: Why Young #Beef Producers Should Be on Twitter

I know many of farmers and ranchers are skeptical of social media, particularly Twitter. Twitter is very different from other types of social media and I urge livestock producers to give Twitter a chance. Not only is Twitter the best way to get and share information today but it is also a powerful networking and marketing tool.

There are five major reasons why beef producers should be on Twitter:

1. Get Informed. Twitter is quickly becoming the fastest way to get and share news and ideas. Livestock producers can easily follow all major news sources (e.g., CNN, Fox News, New York Times, local newspapers) and agriculture publications (e.g., Beef Magazine, Cattle Network). Whether it is news on a vote in Congress, scores from a high school basketball game, updates from an agriculture conference or livestock show, or news about the livestock industry, you can get this information first on Twitter. News junkies are very attracted to Twitter for that reason because it is the best way to get “breaking news.”

2. Get Involved. Twitter is a unique forum for discussions on issues affecting the agriculture industry. The agriculture community on Twitter has a powerful presence. Each Tuesday night at 8pm Eastern Time, ag tweeps have an #Ag-Chat or #FoodChat to discuss issues affecting the food and agriculture industries. These discussion groups have done a great job fostering communication among people in the ag industry and tweeps from all different backgrounds and geography participate.

3. Meet and Greet. Twitter is a great networking tool. Facebook is more about who you know while Twitter is more about who you

Why young beef producers should Be on Twitter

want to know. I have easily met more people through Twitter than any other social networking site alone. Before long, you are exchanging emails with tweeps outside of Twitter and making plans to meet-up in real life. There are many Ag “Tweet-ups” (“Meet-ups”) around the country. Twitter has highlighted just how intertwined the agriculture industry really is and how we all share common goals. As a cattle girl, I might not have met other types of livestock producers if it wasn’t for my Twitter presence.

4. Showcase Your Talent. Twitter is a great marketing outlet. If you have a farm or ranch blog, then having a Twitter presence is a must. By posting your links to your updating blog entries on Twitter, you can increase your readership exponentially. Additionally, Twitter is a great place to brag about your business accomplishments or highlight your knowledge of the industry. Also, Twitter is a great venue to meet agriculture journalists and marketing experts that will help get the word out about a particular livestock operation.

5. Tell Your Story One Tweet At a Time. Twitter is a perfect way for agriculture producers to tell their story to the public-at-large. There are a lot of non-ag people on Twitter and folks in the agriculture community are using Twitter as a platform to explain what they do to try to communicate with the consumer. Twitter is like a giant conversation happening around the country – shouldn’t the beef industry be a part of that conversation?

So take two months and give Twitter a chance. Get informed. Get involved. Meet and greet. Showcase your talent. And tell your story. Your life will change- I promise.

By Allen Livingston

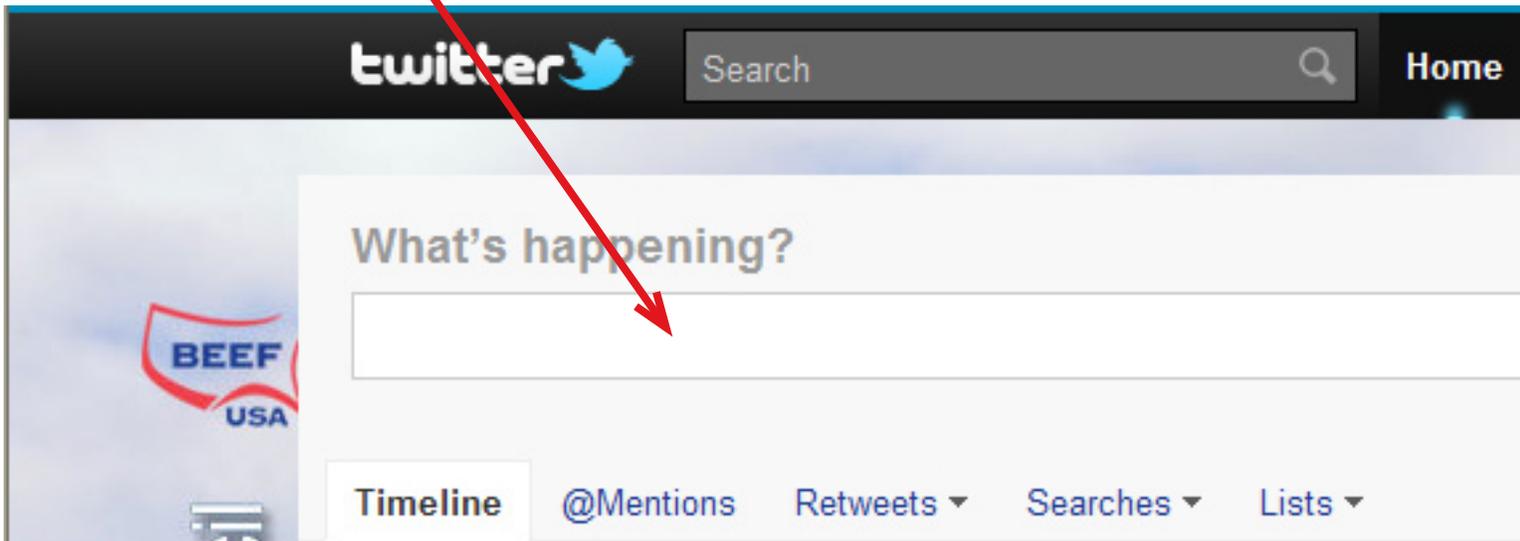
In today's fast paced world, where everyone wants more information now, there's Facebook that allows you to keep up with your friends, and countless number of blogs that allow anyone to give their opinion on everything under the stars, and then there's Twitter. Basically, Twitter is a combination of social networking and micro-blogging that allows you to express viewpoints, give links to websites, provide news, and other forms of information. Users can send and/or read messages known as "tweets" from other users.

Tweets are like text messages that can go up to 140 characters, which are displayed on the your profile page.

What is Twitter?

You may also subscribe to other users and receive their tweets, (known as following, and those users would be called your followers). All tweets are visible to the public, unless you restrict messages to be visible to only your followers.

Twitter can keep you informed of issues that are important to you, it can be used to help advertise for a business or connect more meaningfully with the right audience at the right time. Twitter can be used for a number of different reasons, but most importantly it allows you to use it however you want.



By Allen Livingston

Your profile page tells other Twitter users who you are, where you are from, and what you do. This page describes you, so make it your own and showcase your personality through it.

First of all, you must choose a username that not only identifies you to the Twitter universe, but also can act as part of your login.

The username can either be your name or anything that describes you or what you do for a living. For example, you could set up johnsmith or smithranch. Let your imagination run wild, the only requirement is that the username cannot be the same as an existing username.

Next, choose a photo of yourself to show up on your profile page and next to your tweets.

Creating Your Twitter Profile

This will help people put a face with the name, and make your messages a little more personal. Some people, as well as businesses, will use a logo as their profile picture, but the most important thing is to select something that will describe you best.

Finally, there is a one-line bio that allows you tell other users more about yourself, within 140 characters.

Here you should explain what your involvement in the ag/cattle industry is, such as cow-calf producer, wheat farmer/rancher, feedlot manager, anything you want. The bio doesn't need to be a complete sentence; mainly it just needs to describe who, what, and how. An example of this would be: "5th generation TX stocker operator, raising wheat and kids, and advocating for the future of agriculture."



The screenshot shows the Twitter profile page for NCBA's YPC. The profile picture is a cow's head, with a red arrow labeled "PHOTO" pointing to it. The username is "@YPCBeef BeefUSA", with a red arrow labeled "USERNAME" pointing to it. The bio is "It's not your father's industry anymore.", with a red arrow labeled "ONE-LINE BIO" pointing to it. The URL "http://www.beefusa.org/membyoungproducerscouncil.aspx" is also visible. The Twitter logo and navigation buttons (Search, Home, Profile) are at the top.

By Jena Swanson

Twitter allows users to communicate with their followers through tweets. Tweets are 140 character messages that convey information, and often times include unique Twitter language. Let's take a look a typical cattle industry tweet, and dissect the meaning behind each portion.

Cattle Industry Tweet:

YPCBeef: RT @CariRincker: What is the most important issue facing young #cattle producers in today's industry? <http://tinyurl.com/4t6vpcl> #YPCBeef #ag

YPCBeef: This is the username of the person/business who is creating the tweet, for their followers to see. YPCBeef is the official Twitter account for NCBA's Young Producers' Council.

RT: RT stands for "Retweet." A retweet is when a user finds something interesting and would like to share this tweet with their followers. To retweet, simply select a tweet, and a retweet button will appear, click on this. You can also put the RT @username in front of the message, as our cattle industry tweet illustrates.

@CariRincker: The @ sign signifies the username who originated the tweet that is being retweeted. In our cattle industry tweet, @CariRincker created the original tweet, and YPCBeef found this insightful, and chose to RT to their followers. Using RT is also a great way to help others get more followers, by promoting their username and tweets to the Twitter community. Other followers can simply click on the username of @CariRincker from the RT, and begin following.

#: This is the hashtag, in our cattle industry tweet, hashtags are in front of #cattle,

Dissecting Twitter Language

#YPCBeef, and #ag. When tweeting, putting a hashtag in front of words allows the word to be searchable within the entire Twitter community. Hashtags are commonly applied to words within messages, such as cattle is in our example. Hashtags can also be applied to common words after messages, such as #YPCBeef and #ag in our example. When a user clicks on the word with the hashtag, a list will be immediately generated with all the real-time tweets and users containing that hashtag word. The official hashtag of YPC is #YPCBeef.

<http://tinyurl.com/4t6vpcl>: This link was attached to the message @CariRincker shared in her tweet. The link is clickable and is relevant to the message regarding issues facing young cattle producers. Since Twitter only allows 140 characters it is necessary to reduce the size of lengthy links. TinyURL.com is a free service that shortens URLs, making URLs ideal for tweets, and never expire. Another service to use for shortening URLs is bit.ly, both are very common in Twitter.

Follow Friday: Follow Friday, known as #FF in Twitter language, is not shown in our cattle industry tweet, but is very common in Twitter. On Fridays, users list several @usernames, accompanied by #FF. Because the hashtag makes the FF clickable, users can click on the #FF, and bring up a list of all the tweets and users containing #FF. Follow Friday is used to promote or mention users that are friends, business partners, or new users to Twitter. This is basically a Friday "shout out."

Timeline

@Mentions

Retweets ▾

Searches ▾

Lists ▾



YPCBeef NCBA's YPC

RT @CariRincker: What is the most important issue facing young #cattle producers in today's industry? <http://tinyurl.com/39z5wc> #YPCBeef #ag

28 seconds ago

By Sara Thissen**Tweet**

Those starting out in the Twitter world tend to have a hard time thinking about what to “tweet” about. However, it’s really easy to tweet something. Many tweet about the first thing that comes to their mind or an interesting news piece they want to share with the rest of their followers. The main concept that a novice Twitter should know is posting or status updates should be between 140 characters or less, and will learn fast how to be concise in what they post.

@reply

Twitter can be used to have a conversation back and forth with another follower. It’s simple; all you have to do is use @reply. This feature was not originally part of Twitter. It was embraced by the community first, and was then built into the Twitter system. Now @replies is a critical part of how Twitter works.

How it works, it allows you to start a tweet with @username and it will appear in the person’s replies tab. A helpful formula to compose a message to a follower is using @+username+message.

All tweets containing @username are collected for you, accessible by a link in your sidebar. However, people who are following both the sender and recipient will see replies from one another in their main timeline.

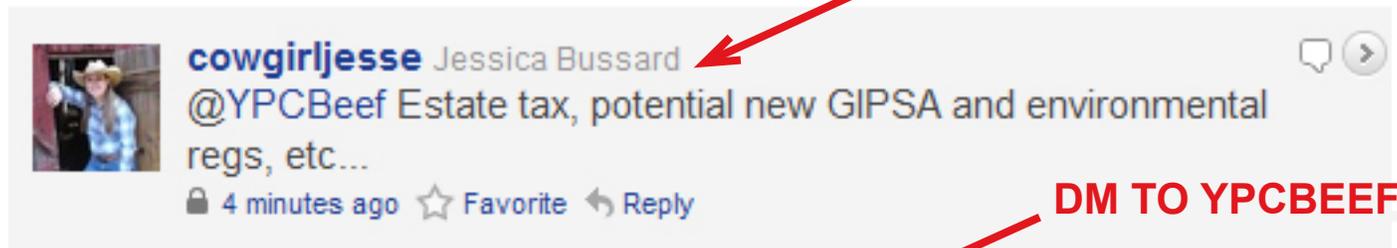
Categories Of Tweets

Direct Message (DM)

Want to tweet something personal through Twitter? You will want to send a direct message (DM) instead from the web via the “message” link on the profile page. You can only use this tool when someone is following you. You can’t send a direct message to a user who is not following you.

If you want to reply to a regular Twitter update with a direct message from your home page, click the arrow/swoosh at the end of an update. This sets an @reply in the update box, remove the ‘@’ sign and replace with a ‘d’ and a space.

Direct messages behave more like tweets than emails. Any action the sender of that DM takes on a DM will affect the recipient of that DM. The recipient of the DM has the ability to delete it, which also makes it disappear from the sender’s sent tab.

@REPLY TO YPCBEEF**DM TO YPCBEEF****agchat**

Hope you'll join us for the next #agchat on Tues., 8-10 p.m. ET. Learn more about our community at <http://agchat.org>.

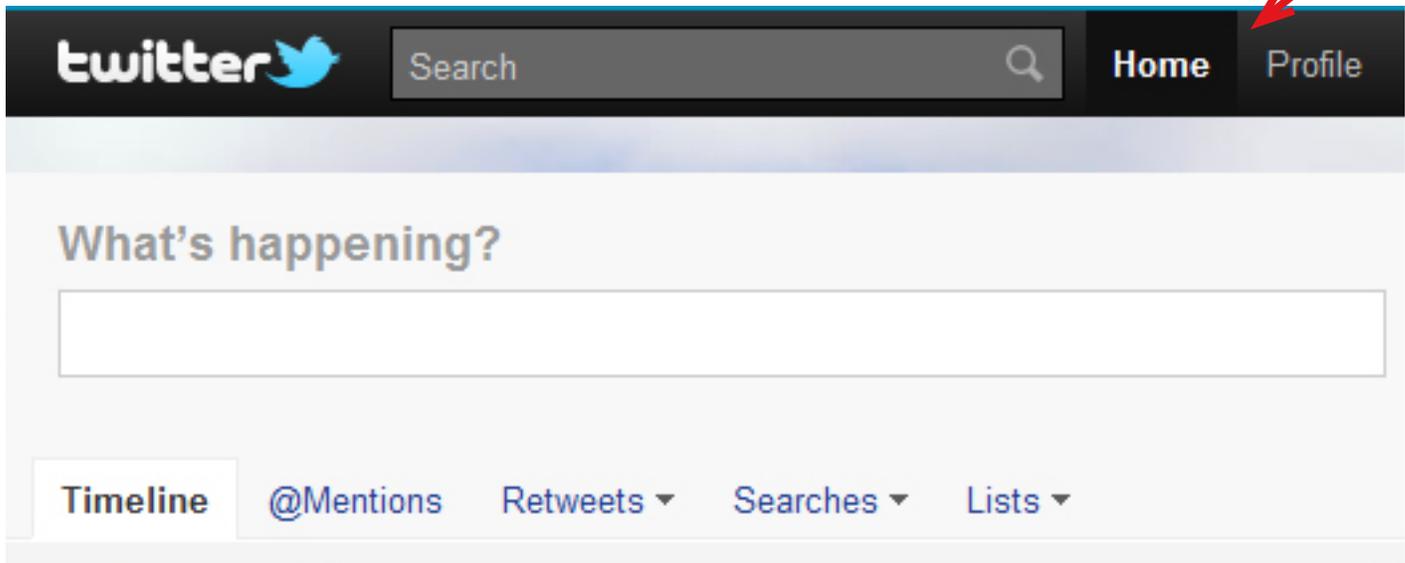
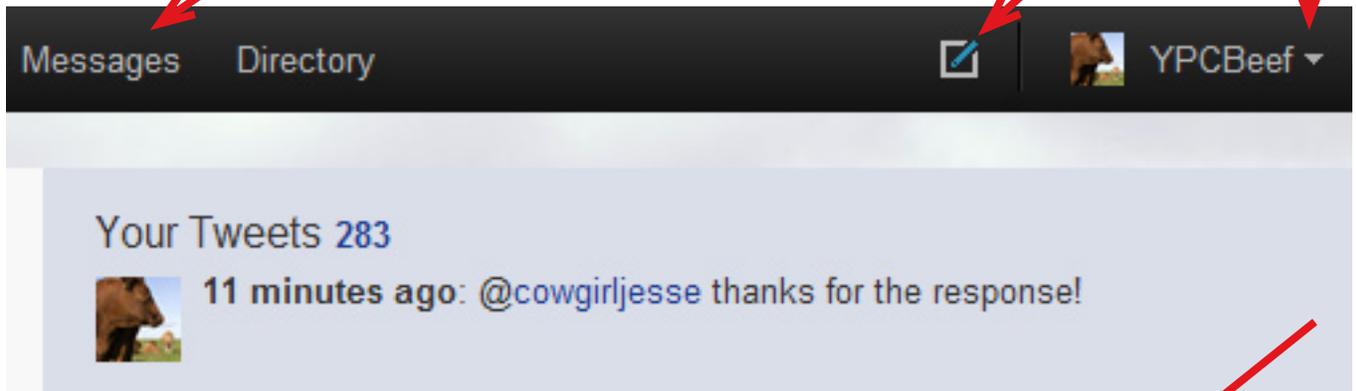
15 Aug at 10:25

By **Chris Labbe**

The Twitter Home Page is a useful dashboard that can help you manage, follow, and communicate with the Twitter community at large. One should remember that Twitter is a 2-way street and you benefit as much from the Twitter application as you put into it! The dashboard on the Twitter home page will enable you to provide thoughtful input and extract the useful information from the Live stream. I will cover a lot of the basics, but Twitter is a lot like driving a car (or riding a horse), the more you drive (or ride), the better you get. Go explore! First and foremost let's start with the basics:

Twitter Homepage

1. At the top right of the Twitter home page is your Twitter Username that identifies you and your posts. Click on the down arrow and you can find the Help, Settings, Who-To-Follow and the Sign-Out options.
2. To the Left of that is a button to add your new Tweet's. Continuing to the left is buttons that allow you to quickly navigate between your Home Page, Profile Page and the Messages page.



By Chris Labbe

a. Home Page – This is where the center of activity is. You have a live feed of all the Tweets from those Users you are following. You have a Tweet count, your last Tweet, those following you, and those users you are following. Be sure to check the Who-To-follow option to see if there are any individuals or groups that you might be interested in following.

b. Profile Page – We have covered how to create a profile earlier in this guide, however it is a good idea to visit your profile page as time goes on to update it with a new profile picture or update any information that has changed to your livestock operation, you professionally, or personally. On the Profile Page you can see the “Favorites” that were initiated by that little star near a person or groups page. Favorites are key for keeping those Tweets that are important to you for future use.

c. @Mention - The @username and @ mention are the integral part of what makes Twitter tick. @username is your signature and is an excellent way to direct your comments, insight and communications from you to others. A mention is any Twitter update that contains @username in the body of the tweet. Using them

Twitter Homepage

is necessary in communicating but it also helps spread your message on Twitter and allowing folks with similar interests to follow you. A portion to this is the often overlooked yet supremely powerful List function. Being added to a list helps spread your message through a distribution channel that might be followed by people that don't follow your specific @username. This helps in the distribution of your Tweets as they can find you through lists and start following you. You can start your own list but you have to be added to current lists.

d. Message Page – Like Facebook and LinkedIn, Twitter enables you to send and receive short messages (Tweets) to sole people or groups. It's easy to do and it is a good idea to do some short messages from time to time. Remember to check this place often or change your settings to alert you to new messages so that you remain an active member of the community.



By Cari Rincker

#Agriculture Hashtags To Follow and Use on Twitter

Congratulations for making it on Twitter! The next step to making your tweets come to life is using and searching for hashtags. As a caveat, if you have your tweets protected (i.e., only your followers can see your tweets), then your hashtags will not be searchable. Third party applications such as Tweetdeck allow users to have columns for various hashtags. Proper use of hashtags can help bring greater value to tweets helping ensure they are reach an audience looking for that type of information. Furthermore, searching for certain hashtags helps make sure you are reading tweets with relevant information to your interest.

Weekly Discussion Groups

Not only are the following hashtags used for a weekly agriculture discussion group but they are also used each day to discuss the following issues:

- #agchat** – Tweets concerning all segments of agriculture including the food, fiber and biofuel industries;
- #foodchat** – Tweets regarding the breadth of the food industry both from a producer and consumer perspective;
- #meatcamp**- Tweets about the meat industry specifically;
- #steakchat**- Tweets about steak; and,
- #horsechat** – Tweets concerning the equine industry.



#AgChat

@agchat Global agriculture!

A weekly conversation for folks involved in business of growing food, fuel, feed and fiber on Tues., 8-10pm ET.

Created by @mpaynknoper, helped by @agchatfound.

<http://agchat.org>

Agriculture Hashtags

Agriculture Organizations

When discussing a specific agriculture organization, tweets may have hashtags for that particular commodity group. For example, the following hashtags are used on Twitter:

- #NCBA** – National Cattlemen’s Beef Association
- #YPCBeef** – NCBA’s Young Producer’s Council
- #ANCW** – NCBA’s American National Cattlewomen
- #AAW** – American Agri-Women; and,
- #AFBF** – American Farm Bureau Federation

General Food and Agriculture Hashtags

It is very easy to add general #agriculture hashtags into your tweets including #ag, #farm, #ranch, #beef, #dairy, #cattle, and #grassfed. Hashtags for specific breeds can be used as well such as #Simmental, #Angus, and #Hereford. For food and agriculture news regarding federal government agencies, #USDA, #EPA, #NRCS, #BLM, and #FDA are example hashtags that are regularly used. Tweets regarding #food issues may include #foodsafety, #foodpolitics or a #foodie hashtag.

By Cari Rincker

Agriculture Hashtag Trends

Over the last year or two, several creative people in the agriculture community started their own fun hashtag for tweets with specific content. I recommend using/searching tweets with the following hashtags:

#agnerd - Tweets giving social media and technical advice for the agriculture industry;

#agblog - Tweets highlighting blog posts concerning the agriculture industry;

#agtube - Tweets that have links to agriculture YouTube videos;

#agvocacy - Tweets about being an advocate for agriculture;

#thankafarmer - Tweets thanking a farmer or rancher for what they do;

#foodthanks - Tweets thanking everyone involved in the food industry;

#agproud - Tweets from agriculture folks taking pride in what they do;

#profood - Tweets concerning the organic, local food movement;

#slowfood - Tweets regarding the local, slow food movement;

#sustag - Tweets about sustainable agriculture;

#ag4all - Food and agriculture tweets that are a concern to everyone, including consumers; and,

#agbookclub - Tweets regarding food and agriculture books and discussions.

Agriculture Hashtags

Agriculture Conferences

Perhaps one of the most powerful tools with hashtags is the ability to use and follow a hashtag from a conference, event or meeting. Many conferences now have an “Official Hashtag” that is used throughout the event. For example, the Official Hashtag for the next National Cattlemen’s Beef Association Annual Trade Show and Convention in Denver, Colorado will likely be #NCBA11. The World Pork Expo’s Conference last summer was #WPX10.

Those at the conference should tweet using the Official Hashtag. This is helpful for a few reasons. First, media covering the conference can easily search for tweets. An event attendee might be “twoted” (i.e., quoted) in a press release about the conference. Second, it is useful for those managing the conference to know what people are tweeting in terms of feedback. Third, those people who cannot attend the conference are able to get real-time updates on what is happening by following hashtags on Twitter.

Be Creative

Hashtags are an opportunity to show your personality. For example, some #ag tweeps have turned #FollowFriday (#FF) into #FarmerFriday. Hashtags can also bring context to the tweet itself (e.g., #justsaying, #sayitaintso, #Beef-ItsWhatsForDinner). Hashtags are oftentimes used to show tone, perspective, and individuality. So have fun with them. Hashtags not only help keep readers “in the know” on relevant information, but it is also a nice way to put a personal touch on your “sweet tweets.”



AR_ranchhand Ryan Goodman

#Thankafarmer RT @lisabeth515: Thank you to all the farmers out there working in the cold and snow these last 2 days! #farmersrock

12 Dec

By **Cari Rincker**

Discussion Groups on Twitter for the #Agriculture Industry

If you are already on Twitter, I recommend taking it to the next level and try participating in discussion groups that interest you. Group discussions are a streaming real-time conversation that takes place via Twitter. It moves fast so pay attention! Those participating in the discussion meet on Twitter during a specific time and use the same #hashtag at the end of their tweets. Sites like TweetChat and Twubs make it easy to participate in these discussion sessions so you are not distracted with other tweets.

#AgChat – <http://twitter.com/agchat>

This is the granddaddy of them all. It is a “weekly conversation for folks involved in [the] business of growing food, fuel, feed and fiber” on Tuesday evenings from 8-10 pm ET. #AgChat has a diverse community that converses on broadstroke issues affecting the breadth of food and agriculture industry. You can view the archives from the #AgChat discussions online at the AgChat Foundation’s Website: <http://agchat.org/2010/06/archives.html>.

#FoodChat - <http://twitter.com/food-chat>

#FoodChat is a spinoff from #AgChat – both created by @mpayknoper from Cause Matters Corp. It is a monthly conversation for people interested in a myriad of food issues including production, safety, processing, and nutrition. #AgChat takes a break on the third Tuesday of every month for #FoodChat from 8-10 pm ET.

Discussion Groups

Archives for the monthly #FoodChat can also be found at <http://agchat.org/2010/06/archives.html>.

#MeatCamp - <http://twitter.com/meat-camp>

#MeatCamp is a more specialized discussion forum focusing on issues affecting the meat industry on Thursdays from 8-10pm ET.

#SteakChat - <http://twitter.com/steak-chat>

#SteakChat is a “weekly conversation for everyone who loves and wants to learn more about steak.” Folks gather on Twitter every Wednesday night at 8pm ET for a narrow discussion on beef steak.

#HorseChat- <http://twitter.com/horse-familymag>

#HorseChat is hosted by Horse Family Magazine on Monday evenings from 9-10pm ET to discuss issues affecting the equine industry.

#AgEduChat- <http://twitter.com/agedu-chat>

#AgEduChat takes place every other Sunday at 7pm ET discussing #agriculture education issues.



**STEAK
CHAT**

SteakChat

@SteakChat Worldwide

A weekly conversation for everyone who loves and wants to learn more about steak. Every Wed at 8:00 pm ET (created and moderated by @SteakPerfection)

<http://www.SteakPerfection.com>

By Chris Labbe

It is pretty clear that Twitter, once written off, is clearly here to stay and powerful way to share information, receive timely news, and helpful in promoting your group or operation. With more than 106 million Twitter accounts, and increasing by 300,000 every day, Twitter is, to say the least, catching on. It shares a lot of similarities to Facebook but has some major differences as well. While Twitter does have a small profile section, and you can communicate between users, it is a pretty scaled back system, but some would argue that is why it is so powerful. Unlike Facebook you choose who to follow and followers choose you. This makes it a viral phenomenon that allows us, in the beef industry, to communicate to large audiences.

Make no mistake about it, creating, contributing, and responding to a Twitter account can provide you with increased exposure to people both inside and outside your industry. As mentioned in the account setup section, the user would be wise to consider their username and profile carefully if they want to use their account to promote either their own operation or industry. With the ability to bring people's attention to the happenings of your operation or industry allows you to maintain "face time" with potential consumers and/or customers.



How to Promote the Cattle Industry Using Twitter

Keep in mind that although minimal your day-to-day operations can be interesting and timely in the ongoing conversation on food safety, supply chain efficiency, animal care, and local food systems (to name a few). Twitter is much like a conversation; you contribute, listen, and contribute again. Try not to be a sounding board, but try to interact with your followers or those you are following. Experiment with retweeting something that is interesting and that your followers will also find interesting. Consider this- 25% of the Twitter traffic come from inside Twitter. That means that 75% come from outside either by people clicking Sharethis, icons for Twitter or are sending links to their Twitter account via some other mechanism, such as a mobile device application.

Be Consistent with your Tweets, don't Tweet too much, and experiment with it to make it easier for you to Tweet by either linking your Tweet account to your Facebook or by using a mobile application. Certainly your Tweeting will be followed if you put forth relevant and timely information on the industry and your operation. Just as Twitter shouldn't be relied on for marketing your livestock or operation, it also should be a tool in your toolbox to help spread the word on what you are doing to make your operation & the industry a better place.

Cattle Tweeps To Follow

Cattle Tweeps to Follow

ABNRadio	Cattle_Watch	ISDAgov	rkoenen
Ag_Answers	CattleNetwork	JoDee_George	RRFNWick
agchat	CertAngusBeef	KansasBeef	SDCattlemen
agchatfound	ChuckJolley	kansascattlemen	sdfarmersunion
AgEditor	ColoradoCattle	KnowYourBeef	shaunhaney
AgInTheNews1	Cow_Life	KYCattle	stockman1884
AgNetwork	cowhand	LCBeef	TNBeef
AgNews	DebbieLB	MeatAMI	trentloos
AgResource	DroversMagazine	Meatingplace	TroyHadrick
agripulse	ETPWCattleWomen	MIFarmersFeedUS	TxAgPRGuy
agritalk	farmanddairy	minnesotafarm	TxBeef
agropinion	FarmBureau	mn_agrigrowth	UMNAgEd
AgUnited4SD	farmranchguide	MNFarmBureau	usda_nass
agweekly	FarmsBeef	MnFarmersUnion	usdafsa
AmericaWebRadio	FarmsMedia	MOCATTLEMENS	WIFFAFoundation
AngusAssoc	FarmsNews	MOFarmersFeedUS	Women4Ag
animalag	Feedstuffs	mpaynknoper	WSBC
ARCattlemen	foodchat	msgacom	WYBeefCouncil
beefambassador	FoodLink	MyBeefCheckoff	
BeefCattleNews	GABeefBoard	NCBAC2C	
BeefCouncil	HighPlainsJrnl	NCBeef	
BEEFLady	IAFarmersFeedUS	NEFarmBureau	
BEEFMagazine	IANRNewsService	OfficialRFDTV	
BeefUSA	ILFarmBureau	OHFarmersFeedUS	
BeltwayBeef	IndianaBeef	pabeef	
brownfield	INFarmersFeedUS		
CaliBeefCouncil	iowabeefcenter		
capitalpress	iowafarmertoday		

*Hint: You can visit the homepage for a tweep by visiting <http://twitter.com/username>.
Twitter is not case sensitive.*



By Twitter Subcommittee

YPC Members
Members to Follow

@YPCBeef has a list for YPC Tweepers. If you want added on the list please DM @YPCBeef

Full Name	Twitter Account Username	Twitter Bio
Allen Livingston IV	allenlivingston	Agvocate, Tx Aggie, Beef Cattle Specialist waiting on economy to find better job
Andy Vance	AndyVance, ABNRRadio	Cattlemen, Big Thinker, former Farm Broadcast Journalist and current Director of Development for the @OhioFFA Foundation.
Anna Aja	annaaja	I'm a newlywed living in small town America. Blessed by God's grace and love. Life is Delicious!
Benjamin Spitzer	owlranch	
Brett Barham	BrettBarham	Associate Professor - Breeding and Genetics & State Beef Cattle Specialist University of Arkansas Division of Agriculture
Brie Witt	briennewitt	I am a senior agricultural business major at Fresno State. I enjoy smiling, laughing and working hard.
Cari Rincker	RinckerLaw, CariRincker	Illinois Farmgirl, Owner of @RinckerLaw, @BARPhoto, and Rincker Cattle Co., President of @NYAgriWomen, Traveler, Texas Aggie, Illini b-ball fan, Livestock Judge
Chelsea Good	cgoodcomm	I'm a law student, Ag communicator and beef industry advocate in Topeka, KS.
Chris Labbe	USAgrules	Everything Agriculture and Food is my passion. I work in the families agbiz (kerrpacific.com) and my wife and I are working to start our own agbiz (barlh.com)
Crystal Dawn Mathews	CrystalDMathews	Ag Leadership Lecturer at Texas A&M. SW MO Beef Producer. Etiquette Consultant. Mizzou Tiger. Texas Aggie. Florida Gator. Jesus Follower
Evan Tate	T8CattleCo	Faithful to Jesus, Cattle Producer, Agvocate, Consultant, Auctioneer, Im doing it all for God's Glory!!!!
Jackie Owens	vandaljackieo22	
Jena Swanson	clateam	Cattle marketing cooperative. Online, real-time cattle auctions through TEAM, and physical auction markets in the Upper Midwest.
Jessica Bussard	cowgirljesse	Cowgirl, Agvocate, Trucker, Cattlewoman, Hunter, Animal Scientist, Grad student at University of Kentucky, Penn State Alumni.
Lance Zimmerman	lancezimm	I spent my childhood summers working fields and fixing fence. Now, I want to use my industry knowledge to help farmers succeed at feeding the world's consumers.
Margaret Ann Smith	SouthlexCattle	
Nathan Jaeger	NateJaeger	Director - Beef, Equine and Hay & Forage Divisions
Rae Marie Gordon	RaeMGordon	
Rebecca Tokach	rtokach	
Ryan & Sharon Breiner	OptimisticRanch	My husband and I, both in our 20s, live on a cattle ranch in the beautiful Flint Hills of Kansas.
Ryan Peterson	rkpeter708	
Sara Thissen	loveforag	Agriculture writer. Blogger. Cattle lover. Dreamer. Passionate for succeeding in life. Beat to my own drum type of person. I love my life, family and friends!
Travis Arp	travarp	Ph.D. student in meat sci. at Colorado State. Tweet about ag, sports, and my everyday randomness. Proud MIZZOU alum!

By Sara Thissen

Hoot Suite

Successful organizations, businesses, and people thrive on organization. With many social media networks such as Twitter, Facebook, LinkedIn, and WordPress available it tends to be confusing to manage each account on its own. No need to fear, there is many social media dashboards to manage several networks at one time.

A popular media dashboard is HootSuite, which allows people to schedule and publish messages to multiple social networks, monitor and filter conversations with tweets or retweets, and track results to rapidly adjust outreach tactics. If you are part of an organization or business, HootSuite allows for team collaboration. Everyone is able to share ideas and information without sharing passwords.

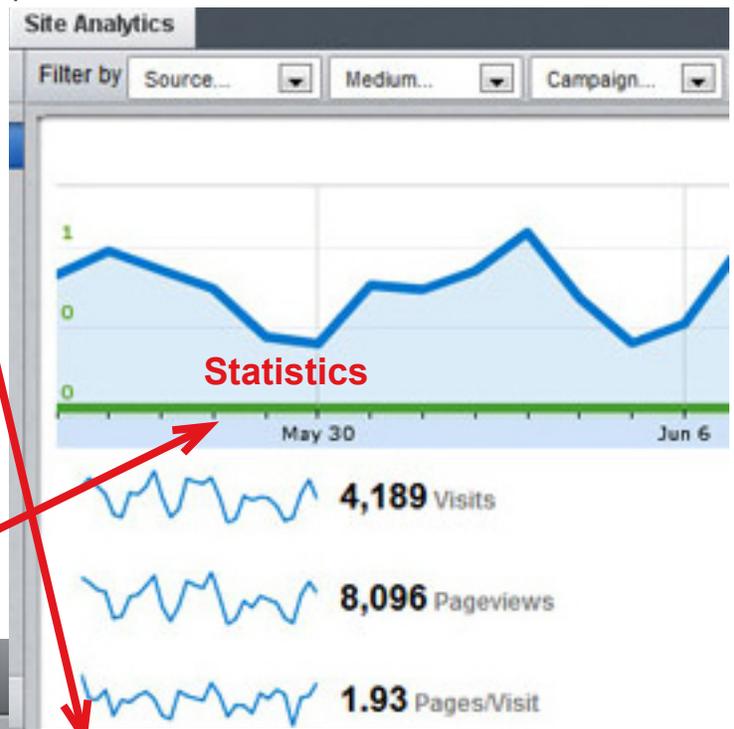
Through HootSuite, messages can be scheduled far in advance so you can take a couple hours out of your day and schedule messages for the next two weeks, and they will be posted to that certain social network when that day comes. However, just like Twitter, HootSuite messages can only be 140 characters long.

A neat tool through HootSuite, you can analyze your statistics on how many visits and page views your social media sites receive. Also, you

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can export those reports to show progress at a meeting.

Want to link a website to your message? It is possible to do so. HootSuite has built in URL shorteners, ow.ly and ht.ly to allow for easy attachment to the message. At the moment, HootSuite web application is free. If you rely on your mobile device, HootSuite is available for iPhone and Android. Both offer free ad-supported and paid versions.



Add Stream

- Twitter
- Facebook
- Facebook Page
- LinkedIn
- MySpace
- PingFm
- Wordpress
- Foursquare

Feed Search **Keyword** Lists

Track Results

Enter a word or phrase (max. 3) you would like to track:

Add

- × HootSuite
- × Social Media Dashboard
- Share with team and enable assignments

By Jena Swanson

Posting pictures using Twitpic and TweetDeck

As more individuals, entrepreneurs and businesses choose to become active in social media, more specifically Twitter, they find that pictures would be far more beneficial to communicate with their followers beyond the standard status update. The question is posed to you when posting every update; "What's happening?" What if 'What's happening?' is a sale on a product, a search for a specific part or item, or an advertisement of livestock. Any of these posts, and many more, would be more concisely and accurately communicated if there was one or several pictures attached with the update. As the adage states "A picture is worth a thousand words." This stands no less true in the world of social media.

Being aware of the advantage of use of picture when tweeting the next step is getting those chosen pictures or video attached to your tweets. Unlike other Twitter functions attaching media that will display in the details pane, pictures and video, is not supported for upload directly from your Home page. Uploading pictures requires that use of a third party website or application. Such websites include: Twitpics, Flickr and TweetDeck.

When beginning to use Twitpic, screenshot <http://twitpic.com/>, simply sign in with your existing Twitter account or create a new account by following the screen prompts. After signing in go to the upload photo screen, shown below. By clicking the Browse button you will access the files on your computer. After choosing the picture you have the option of adding a message.

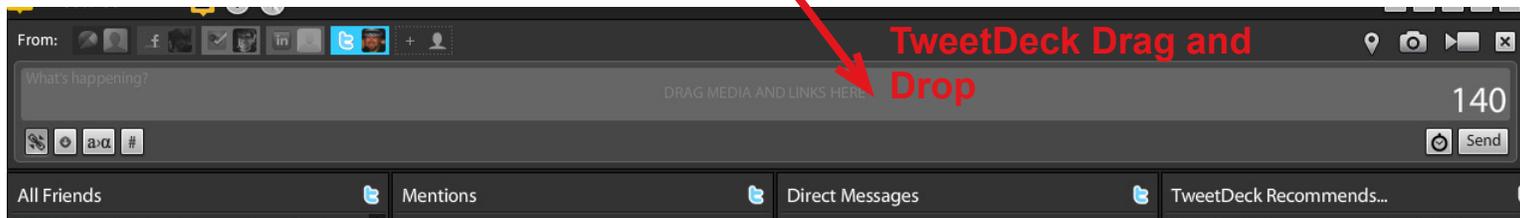
TweetDeck can also be used to upload photos to Twitter. Differing from Twitpic the program uses a Drag and Drop method of choosing the media to post. Drag and Drop allows you to click and hold on the item in the folder on your computer and Drag it to the bar at the top and Drop. Completing the post

Using third party Twitter Applications



by adding a message and clicking send. The picture below shows the TweetDeck interface for posting updates. Being a crossplatform program it allows you to post on Twitter, Facebook, Buzz, Foursquare and LinkedIn simultaneously. This program is a good choice for those who are more advanced at using social media or have multiple Twitter accounts. Other ways of posting pictures is using a mobile smart phone. By using the official Twitter application, available to all smartphone users, and your phone's camera and photo app you can easily Tweet any picture you may have on your phone.

When creating updates for your followers it's a good thing to remember that if you would benefit from a picture others will too. Even though there are a few more steps involved in using pictures in your Tweets the benefit outweighs extra clicks.



By **Cari Rincker**

Twitter Etiquette: So What Are the Rules?

When on Twitter, it is important to abide by certain rules to make sure that your experience is good for you and those following you. Here are some of the Do's and Don't's of Twitter:

The Do's

1. Do bring value to your followers. Post articles, retweet interesting blogs, and share ideas.
2. Do thank people for "retweeting" you or mentioning you on a #FollowFriday.
3. Do try to make @ mentions when you can. Make Twitter an interactive forum instead of a place to just post your status. Twitter is about building relationships with people.
4. Do follow people you don't know personally.
5. Do unfollow people who spam you or no longer offer value to your Twitter stream.

The Don't's

1. Don't smack-talk. Tweets are archived indefinitely and more importantly it is completely unprofessional.
2. Don't tweet non-stop throughout the day. Some folks are constantly tweeting about what they had for lunch and every

Twitter Etiquette

detail of their life from the moment they wake up. This will annoy people and you will soon lose followers.

3. Don't be a walking advertisement. Even though Twitter is a great marketing tool for your business, it's not all about just advertising. It's about cultivating relationships. Bring value to your followers— don't just advertise things.

4. If someone direct messages (DM) you about something, don't @reply back or put it in the public universe. DM's are meant to be a private conversation. Keep it that way.

