

#Agriculture Hashtags To Follow and Use on Twitter

By @CariRincker from @RinckerLaw

December 13, 2010

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 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.

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 (“NCBA”);

#YPCBeef – NCBA’s Young Producer’s Council (“YPC”);

#ANCW – NCBA’s American National Cattlewomen (“ANCW”);

#AAW – American Agri-Women (AAW); and,

#AFBF – American Farm Bureau Federation (“AFBF”).

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.

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 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 #NCBAConv11. 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, #BeefItsWhatsForDinner). 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.”