

“Facebook for Farmers” (Beginners)



Andrew Baird – SAC Agricultural Consultant
Kerry Clark – NFUS Regional Manager

PROGRAMME

What is the Hype?

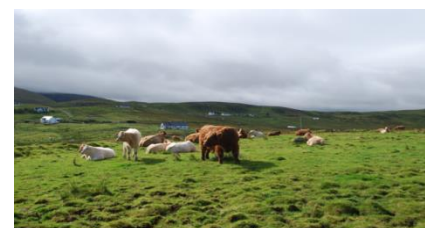
Why is it so Important for Agriculture

What are the Barriers?

Getting Started (profile, timeline, friends and newsfeed)

How to Maximise Interaction?

What else is in the Social Media phenomenon?



What's the Hype?

- Free powerful tool
- Works in real time
- Information, views, marketing, opinions and research at your finger tips
- Allows you to:

Create a profile	Add other users and friends
Private message like email	Join interest groups
Create a business page	Marketing
Networking	Promote business worldwide

Facebook is too big to ignore

- “Worldwide, there are over 1.71 billion monthly active Facebook users which is a 15 percent increase year over year”
- “1.13 billion people log onto Facebook daily active users for June 2016, which represents a 17% increase year over year”
- “There are 1.57 billion mobile active users (Mobile Facebook MAU) for June 2016 an increase of 20 percent year-over-year.”
- “There are 1.03 billion Mobile Daily Active Users for June 2016 which is an increase of 22% year-over-year.”
- “Five new profiles are created every second”
- “Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.”

Source: Facebook as of July 2016

Google Hits

Compare Search terms ▼

snapchat

Search term

facebook

Search term

twitter

Search term

instagram

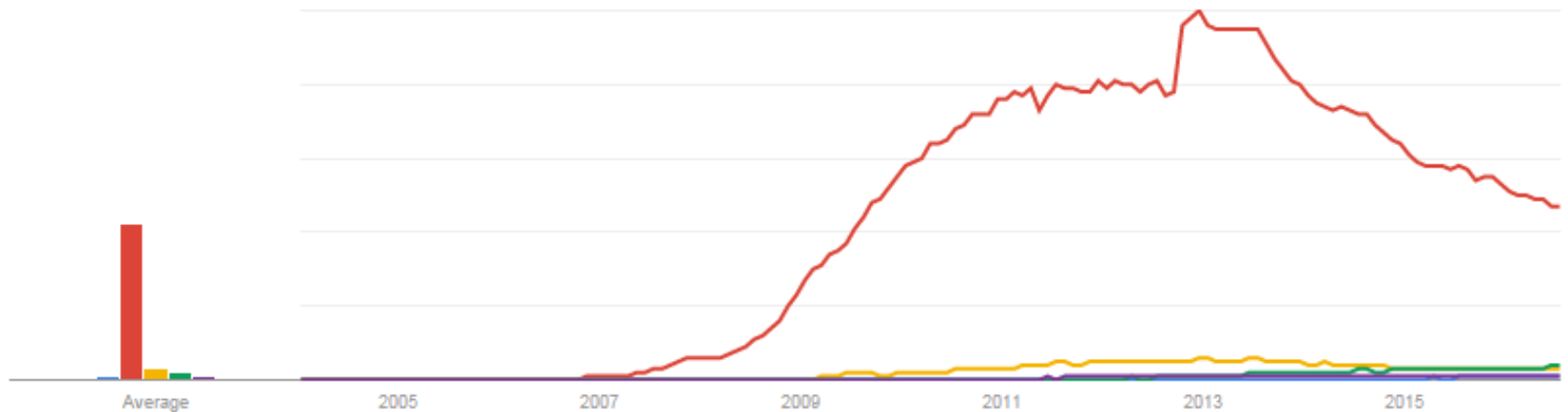
Search term

linkedin

Search term

Interest over time ?

News headlines ? Forecast ?



Why is it so important for Agriculture?

- Connect with people
 - Family
 - Friends
 - College pals
 - Sales reps
 - Businesses
 - Breeders
 - Buyers / Sellers / Trade
 - Education



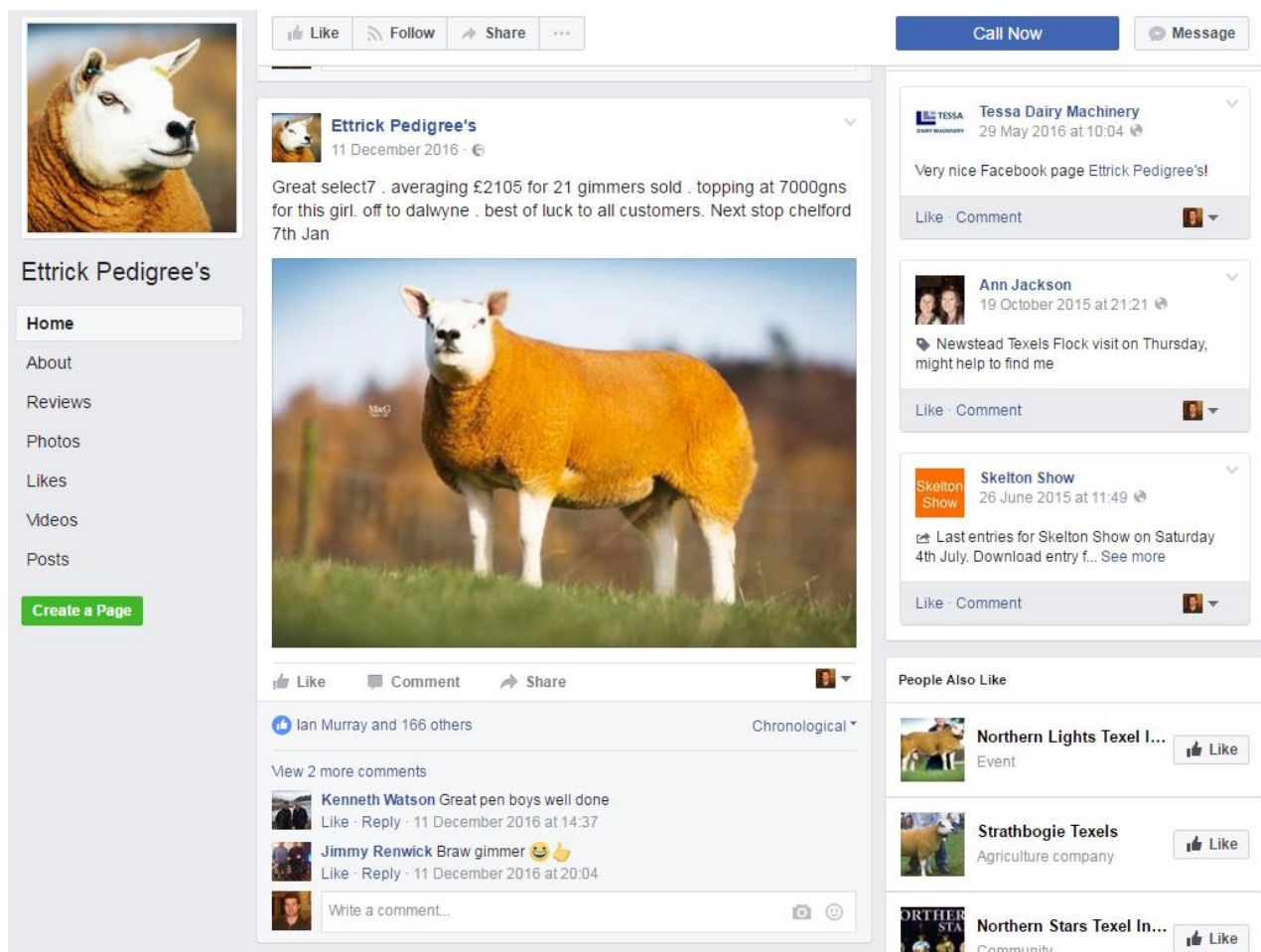
Benefits to the Farming Business

Market Livestock

Pages

- Joyce Campbell, Armadale
 - <https://www.facebook.com/jock.campbell.169/videos/1786355924935706/>
 - <https://www.facebook.com/jock.campbell.169/videos/1785921681645797/>
- Fearn Farm
- Foxhill Pedigree & Commercial Livestock
- Balthayock Farms
- Allanfauld Livestock

Market Stock: Local Example



Ettrick Pedigree's

Home
About
Reviews
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Posts
[Create a Page](#)

Like Follow Share ...

Ettrick Pedigree's
11 December 2016 · 🌐

Great select7 . averaging £2105 for 21 gimmers sold . topping at 7000gns for this girl. off to dalwyne . best of luck to all customers. Next stop chelford 7th Jan

Like Comment Share

Ian Murray and 166 others Chronological

View 2 more comments

Kenneth Watson Great pen boys well done
Like · Reply · 11 December 2016 at 14:37

Jimmy Renwick Braw gimmer 🙌🙌
Like · Reply · 11 December 2016 at 20:04

Write a comment...

Call Now **Message**

Tessa Dairy Machinery
29 May 2016 at 10:04 🌐

Very nice Facebook page Ettrick Pedigree's!

Like · Comment

Ann Jackson
19 October 2015 at 21:21 🌐

Newstead Texels Flock visit on Thursday, might help to find me

Like · Comment

Skelton Show
26 June 2015 at 11:49 🌐

Last entries for Skelton Show on Saturday 4th July. Download entry f... See more

Like · Comment

People Also Like

Northern Lights Texel I...
Event [Like](#)

Strathbogie Texels
Agriculture company [Like](#)

Northern Stars Texel In...
Community [Like](#)

Market Stock: Local Example

The screenshot displays the Facebook profile of 'Ettrick Pedigree's'. The profile picture shows a close-up of a sheep's head. The page has a cover photo of a sheep in a pen. The main content is a video titled 'Ettrick Pedigree's shared FG Shows & Sales's video.' dated 12 January, showing a sheep in a pen. Below the video, it says '4,411 Views' and 'FG Shows & Sales 7 January'. The text describes a 'Pedigree Texel sale at Chelford mart. Top price of 2,400 gns so far for lot 59, Gordon Gray's gimmer shearing Ettrick.' The page has 50 likes and a comment section. On the right, there are statistics: 3,222 likes, 3,211 follows, and a 4.9-star rating from 7 reviews. The 'About' section lists the location as 'Sunnycroft, Lindean TD7 4QW Selkirk', a phone number '07841 865769', and links to ask for hours, price range, and website. The bottom of the page shows 'Visitor Posts'.

Like Follow Share ...

Write a comment...

Ettrick Pedigree's

Home

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Create a Page

Ettrick Pedigree's shared FG Shows & Sales's video.
12 January · 🌐

4,411 Views

FG Shows & Sales
7 January · 🌐

Pedigree Texel sale at Chelford mart. Top price of 2,400 gns so far for lot 59, Gordon Gray's gimmer shearing Ettrick.

Like Comment Share

50

Write a comment...

Call Now Message

Search for posts on this Page

3,222 people like this and 3,211 people follow this
Avril Murray and 11 other friends

4.9 ⭐ 4.9 of 5 stars · 7 reviews
View reviews

Invite friends to like this Page

About

Sunnycroft, Lindean
TD7 4QW Selkirk

07841 865769

Ask for Ettrick Pedigree's hours

Ask for Ettrick Pedigree's price range

Typically replies within a few hours
Message Now

Ask for Ettrick Pedigree's website

Visitor Posts

Follow Up On Sales



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www.uagroup.co.uk

United Auctions

— Since 1858 —

United Auctions - Livestock Auctioneers

Home

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- Posts

Create a Page

Like Message More

Call Now

Farming/Agriculture · Stirling

Very responsive to messages

7,004 people like this

David Alexander Moir and 213 other friends

Invite friends to like this Page

ABOUT

Stirling Agricultural Centre
Stirling FK9 4RN

01788 473055

Typically replies within minutes

Message Now

http://www.uagroup.co.uk/

VISITOR POSTS

Rhona Rankin
June 15 at 9:13pm

Thank you very much United Auctions for supplying and sponsoring Dal... See More

48 Likes 1 Comment 2 Shares

Like Comment

United Auctions - Livestock Auctioneers

21 hrs ·

Stirling, United Auctions (Monday 15th August 2016) had forward 6302 store lambs and feeding sheep.

Averages

SuffX- £62.90 (-£1.03) on the week

TexX- £60.21 (-£1.19) on the week... See More

Like Comment Share

5 Chronological

Chris Pears Adam Bell where you should be going marra!

Like Reply · 21 hrs

Write a comment...

United Auctions - Livestock Auctioneers

August 12 at 12:10pm ·

STIRLING: United Auctions (Thursday 11th August 2016) sold 6624 Prime Sheep including 4519 lambs selling to an average of 186p/kg, and 2105 ewes and rams.

The Texel prime lamb show was judged by Mr Willie Shearer. The champion was awarded top Mr Henderson, Faulds realising £101, Reserve Champion came from Mr Simpson, Overhill making £98.50.

Lambs (3683) West Park (Tex) £119; Gaisland (Suff) £102; Kinnaid (BTex) £88.50; Wardhead (Chev) £88.00; Ayton (Char) £86; Auchenhivoch (... See More

CONSULTING



Scottish Government
Riaghaltas na h-Alba
gov.scot

Market Produce



Peelham Farm
@PeelhamFarm

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Create a Page

Like Follow Share ...

Peelham Farm
10 March at 10:35 · 🌐

This week's offer 10% off our #organic #freerange pork get it this weekend Leith Market, Dock Place Glasgow Markets Official, Stockbridge Market www.peelham.co.uk



Like Comment Share

9

Call Now Message

Invite friends to like this Page

Peelham is an Organic Mixed Farm with an on-farm Organic Butchery in the beautiful Scottish Borders

1,165 Likes
Charlie Newton and 5 other friends like this

About See All


📞 01890 781328
💬 Message Now
🌐 www.peelham.co.uk/
📍 Local business

Visitor Posts

Suzie Mar
3 March at 19:15 · 🌐

📖 Just discovered your air-dried smoked juniper mutton, via Abel & Cole - totally awesome!

Role for Arable?



McGregor Farms
@mcgregorfarm

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Create a Page

Liked Following Share ...

 **McGregor Farms**
12 January · 🌐


We are advertising for a skilled operator due to retirement of a long standing employee, please check out the berwickshire news jobs page today or our website if you are interested in applying.


Like Comment Share




26 Chronological

30 shares

View 8 more comments

 **Jordie Orr Finlay Cairns**
Like · Reply · 1 · 13 January at 18:27

 **Ian Richardson Craig Jeffrey**
Like · Reply · 1 · 13 January at 20:36

 Write a comment...  

Wider Industry

NFUS





NFU Scotland
@nfuscotland

- Home
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Create a Page

Like Following Share ...



NFU Scotland shared Calum Kerr MP's photo.

2 hrs · 🌐



Calum Kerr MP

15 hrs · 🌐

Like Page

Last Friday I held a very productive meeting in Gala with NFU Scotland President Andrew McCormick, Director of Policy, Jonny Hall and Parliamentary Officer, Cla...

See more

Like Comment Share

Send Message

Agriculture company

Visitor Posts



ScotlandShop.com

7 March at 10:18 · 🌐

Which side will you choose?

<http://www.scotlandshop.com/tartanblog/index.php/21bottoms-trousers-vs-kilt/>

Like - Comment



Lantra Scotland

2 March at 13:05 · 🌐

Many thanks to NFU Scotland for their generous support of our land-b... See more

Like - Comment



Inner Forth Landscape Initiative

27 February at 14:37 · 🌐


Do you farm around the Inner Forth? Do you love the area you live in... See more

Like - Comment

Regulatory Bodies



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Rural Matters
@RuralMatters Scotland

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Liked Following Share


Like Comment Share


1 share

Write a comment...

Rural Matters
10 March at 14:43 · 🌐

If you're subject to Cross Compliance requirements, remember that, under GAEC 7 (retention of landscape features), you must not trim hedges or lop branches off trees from 1 March to 31 August (inclusive), except for road safety reasons.



Reminder that you must not trim hedges and trees until 31 August, except for road safety reasons. 

Like Comment Share

Contact Us Message

Saughton House, RPID Communications, C1 Spur, Broomhouse Drive EH11 3XD Edinburgh


Typically replies within a day
Message Now


www.ruralpayments.org/publicsite/futures/


Government organisation

Hours 09:00 - 17:00
Open now

People Also Like


 **Miller Plant Ltd**
Local business Like

 **BVL Hamburg/Schlesw...**
Non-profit organisation Like

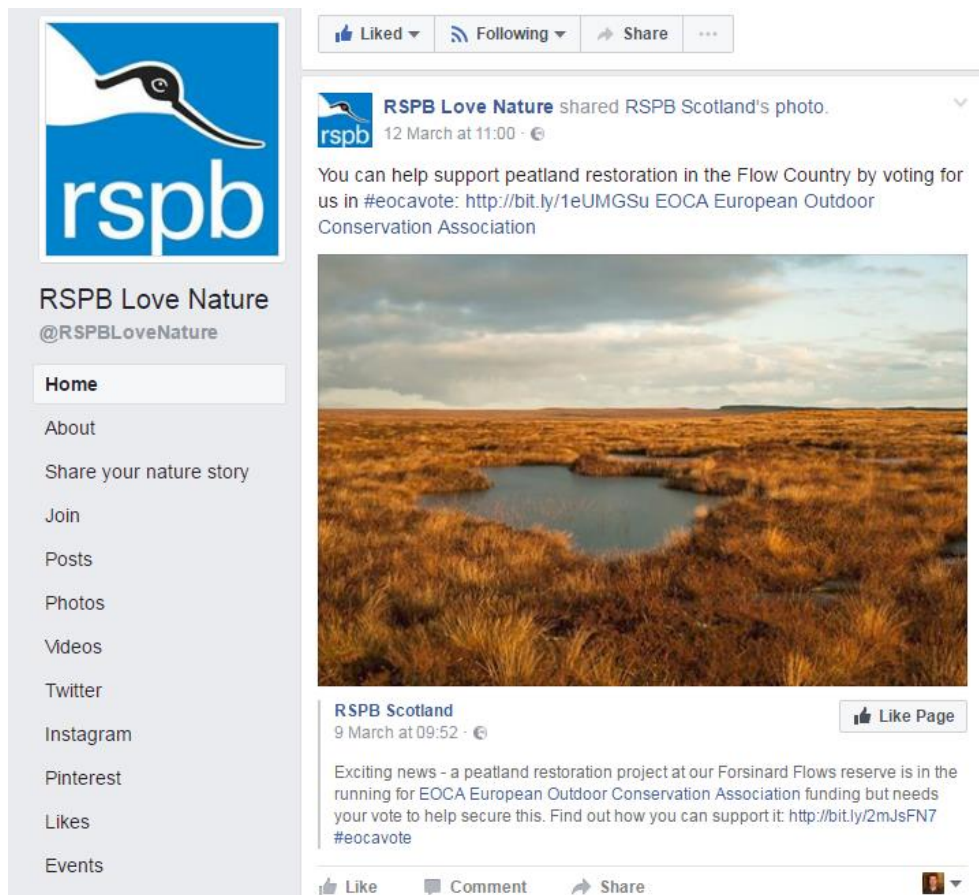
 **能登駐在**
Agriculture company Like

Government Organizations in Edinburgh, United Kingdom

Liked by This Page

 **IMP's Motorcycle Displ...** Like


Environmental Bodies



Advisory Services



**FARM
ADVISORY
SERVICE**







FAS Scotland
@FASScot

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Create a Page

FAS Scotland added 5 new photos.
10 March at 17:07 · 🌐

The first meeting of the Roxburghshire Nutrient Network Farm was held on 7th March @ Girrick, Nenthorn. During the meeting, attendees were reminded of the role of key nutrients and given information on the merits of different organic manures, digestates and composts. Focus then shifted to the host farm Girrick, where farmer Andrew Forster explained his current soil and nutrient management practices. Various trials will be carried out over the next 18 months at Girrick to see if Andrew can make any changes to improve on what is already a very technically efficient approach.

Like Comment Share

Sacha Phillips and 3 others

1 share



FAS Scotland
Page Liked · 10 March · Edited · 🌐

After lunch, the meeting moved to Girrick where host farmer Andrew Forster gave us an introduction to the farm. Douglas Stephen from Crop Services also explained the key things to consider when calibrating your fertiliser spreader.

Like Comment Share

1

Write a comment...

Sponsored Create Advert



Get ALTIOR & DOUVAN to win @ 10/1? You beauty!
PaddyPower.com
Get a huge 10/1 on Altior and Douvan to win at Cheltenham this week! Sign up Here – T&Cs...

FAS Scotland
Page Liked · 10 March · Edited · 🌐

Dr Audrey Litterick from Earthcare Technical looked at soil structure in the silage field and explained how to visually assess the health of your soil.

Like Comment Share

Write a comment...

Sponsored Create Advert



Save Thousands in Fees
<https://www.emooov.co.uk>
Sell from only £795. Pay now or Pay later. Rated best online estate agency in the UK.



Scottish Government
Riaghaltas na h-Alba
gov.scot



Advisory Services



The logo for SAC Consulting, featuring a stylized green and white diamond shape above the text 'SAC CONSULTING'.

Like Following Share

SAC Scottish Borders & Lothians shared Farming for a Better Climate's album.
Published by Craig Bothwell (?) · 17 February at 13:44 ·

Great day yesterday at Castlemains demonstrating tyre selection and management!

A large group of people are gathered in a barn, looking at a tractor. Some are sitting on hay bales, while others are standing. A tractor is visible in the background.A close-up of a tractor's rear wheel and tyre in a field.A person holding a large whiteboard with a diagram of a tractor's tyre system.A tractor in a field, with a '+2' icon overlaid on the image.

Farming for a Better Climate added 5 new photos to the album Tyre Selection & Management Workshop — with Mary-Jane Lawrie and 2 others at Dirleton. · 17 February at 12:54 ·

Yesterday's meeting of the Castlemains Climate Change Focus Farm in East Lothian focussed on tyre selection and management. Presentations included an introducti...

[See more](#)

The logo for Farming for a Better Climate, featuring a stylized green and white diamond shape above the text 'Farming for a Better Climate'.

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Like Following Share

Farming for a Better Climate
3 March at 19:26 ·

Do you analyse your slurry before spreading? Don't just guess the values it contains. Nutrient value can vary considerably depending on factors such as:

- * Type of fertiliser applied to silage ground during previous season.
- * How diluted the slurry is i.e. how much rain / yard water enters your store.
- * Nutrient uptake of grass taken off for silage.
- * How much meal was fed whilst cattle housed.... [See more](#)

A close-up of a slurry spreading machine, showing a large green hose and a metal pipe with a nozzle, spraying slurry onto a field.

Slurry Management - SRUC
Know What You Have - Proper Analysis and Testing - Slurry Management
SRUC.AC.UK

Like Comment Share

Farm Machinery For Sale in the Scottish Borders



**FARM
ADVISORY
SERVICE**

Farm Machinery For sale In And A...
Public group

Joined ▾ Share ✓ Notifications ...

Discussion Sale posts Members Videos Photos




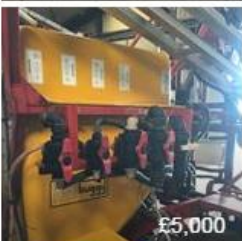


Search this group

Start Discussion Sell Something Create poll More


What are you selling?

Search this group

Items for sale See all 236 items for sale

 £5,950	 £10,500	 FREE
 £5,000	 FREE	 £11,000

ADD MEMBERS
+ Enter name or email address...

MEMBERS 1,728 members (12 new)


DESCRIPTION
Agricultural machinery forsale and swaps in the borders

GROUP TYPE
Buy and sell

FOR SALE Find more buy and sell groups

Learn more about buying and selling in Groups on Facebook.

Share your feedback on buying and selling in Groups.

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates.
[Create group](#)

Farm Watch (Lothians & Borders)



A screenshot of the Facebook group page for 'Farm Watch (Lothian & Borders)'. The page header shows the group name, 'Public group' status, and buttons for 'Joined', 'Share', 'Notifications', and a menu icon. Below the header are tabs for 'Discussion', 'Members', 'Events', 'Videos', and 'Photos', along with a search bar. The main content area includes a 'Write Post' section with a profile picture and a text input field. Below this is a 'PINNED POST' by David Ritchie, dated 4 May 2015, which contains guidelines for posting. To the right, there are sections for 'ADD MEMBERS', 'MEMBERS' (showing 2,137 members), 'DESCRIPTION' (stating the group's purpose is to keep everyone up to date on recent Farm and Rural crime), 'GROUP TYPE' (Support), 'CREATE NEW GROUPS', and 'RECENT GROUP PHOTOS'.

Event Engagement



Public · Hosted by Border Union, Kelso

★ Interested + Going ➦ Share ...

🕒 28 July - 29 July
28 July at 7:00 to 29 July at 17:30

📍 Border Union, Kelso
Springwood Park, TD5 8 Kelso, Scottish Borders

Show Map

🎟 Tickets Available
borderunion.eticetme.com

Find Tickets

About

Discussion

✍ Write Post 📷 Add Photo/Video 🗳 Create Poll



Write something...

Details



Claire and Stuart are going

137 interested 62 going 2 invited

Invite Friends

+ Add friends to this event



Craig Bothwell

Invite



Jonathan Black

Invite



Claire Hodge

Invite



Public · Hosted by Kelso Agricultural Discussion Society - KAD...

Duplicate Event ✉ Invite ✎ Edit ...

🕒 27 February at 19:30–21:30
about 2 weeks ago

📍 Cross Keys Hotel
The Square, TD5 7HL Kelso, Scottish Borders

Show Map

About

Discussion

✍ Write Post 📷 Add Photo/Video 🗳 Create Poll



Write something...

Details

At our final meeting of the winter we will hear from two very interesting speakers on the popular topic 'How I Farm'.

EVENT TIPS

Next tip

Help people find your Page's events



Reorder the tabs on Kelso Agricultural Discussion...s Timeline so that Events is one of the first tabs.

Manage Tabs



Kevin went

8 interested 5 went 0 invited

Be nosy and see what everyone else is up to!!!!



What are the barriers???



Getting Started



- Basics of setting up a profile
 - Name, picture, farm details
- Timeline
- Friends search and find
- Newsfeed





Thanks for stopping by!

We hope to see you again soon.

Sign Up

It's free and always will be.

Birthday

[Why do I need to provide my date of birth?](#)

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Sign Up

[Create a Page](#) for a celebrity, band or business.

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Thanks for stopping by!

We hope to see you again soon.

Sign Up

It's free and always will be.

Birthday

[Why do I need to provide my date of birth?](#)



Female



Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

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Step 1

Add Friends

Add Friends

Select your friends from the list below.



Laura Riley is someone you may know.

Add Friend



Robert Lyons is someone you may know.

Add Friend



Steve Harvey is someone you may know.

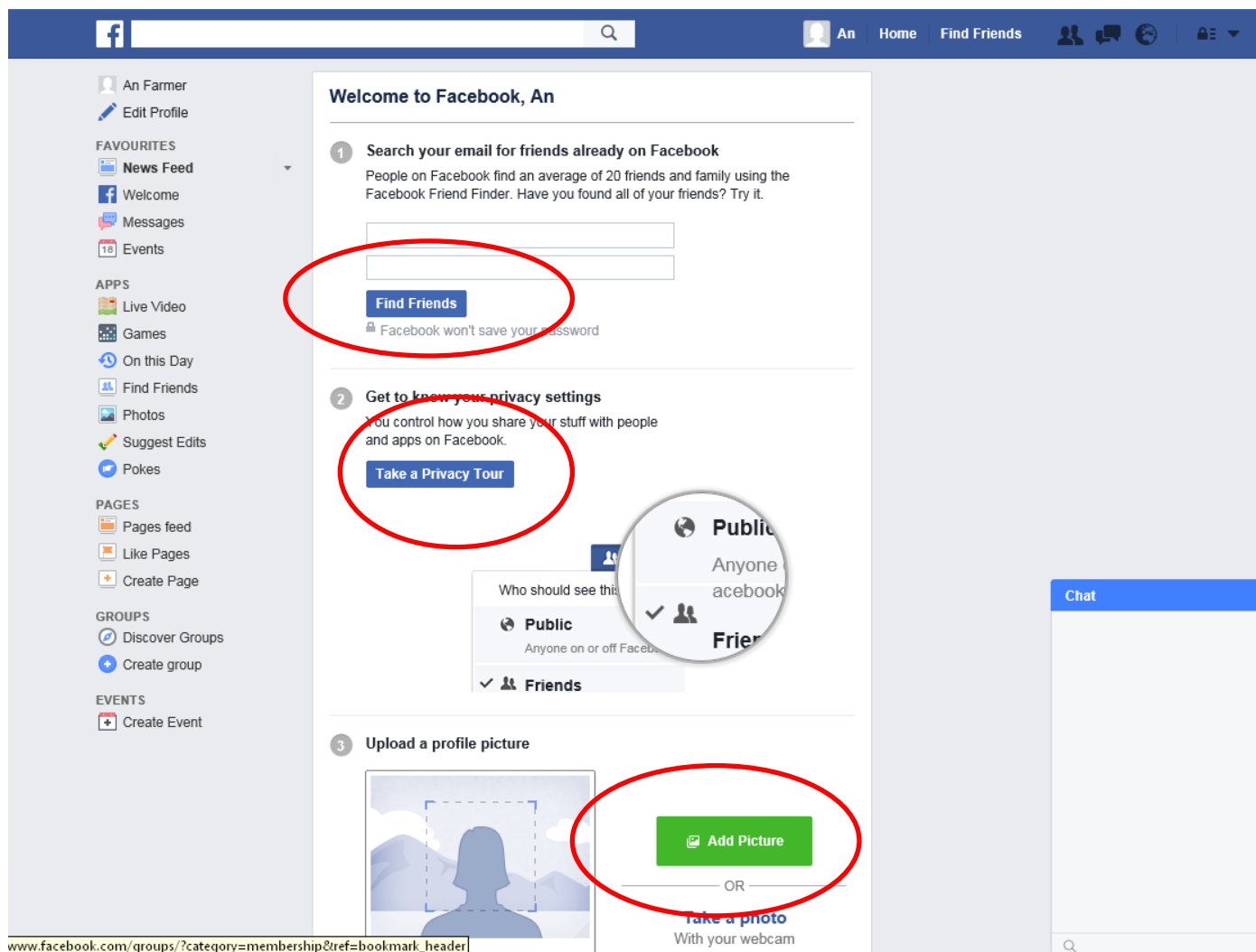
Add Friend



Mark Lazzeri is someone you may know.

Add Friend

Next





An

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An Farmer



Edit Profile

FAVOURITES



News Feed



Welcome



Messages



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APPS



Live Video



Games



On this Day



Find Friends



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Suggest Edits



Pokes

PAGES



Pages feed



Like Pages



Create Page

GROUPS



Discover Groups



Create group

EVENTS



Create Event



Finish signing up

Just one more step to complete registration.

Continue



Update Status



Add Photos/Video



Create Photo Album



Friends

Post



People you may know

See all friend suggestions



Robert Lyons

Add Friend



Steve Harvey

Bridlington

Add Friend



Find Friends

Add Friends to see more Stories



You'll have more stories in News Feed if you add more friends.

Find Friends

PEOPLE TO FOLLOW

What's this?



Mark Zuckerberg

Founder and CEO at Facebook

76,356,296 followers

Follow

PEOPLE YOU MAY KNOW

See All



Laura Riley

Add Friend



Robert Lyons

Add Friend



Steve Harvey

Add Friend



Mark Lazzeri

Add Friend

Chat

SUGGESTED PAGES



ANDREW SHINNIE SIGNS FOR HIBERNIAN

Enter the code from your email

Let us know that this email address belongs to you. Enter the code from the email sent to **kirsten.williams@sac.co.uk**.

[Send Email Again](#)

[Update Contact Info](#)

[Continue](#)



An

Home

Find Friends



An Farmer



Edit Profile

FAVOURITES



News Feed



Welcome



Messages



Events

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Live Video



Games



On this Day



Find Friends



Photos



Suggest Edits



Pokes

PAGES



Pages feed



Like Pages



Create Page

GROUPS



Discover Groups



Keep your account secure and easy to use

An, we're here to help you protect your account. Add your mobile number to your account so that you can reset your password if you ever need to, find friends, get SMS updates and more. Only you will see your number.



[Learn More](#)

[Add Number](#)



Update Status



Add Photos/Video



Create Photo Album



Friends

Post

SUGGESTED GROUPS

EAST LOTHIAN FOR SALE OR WANTED

YOU HAVE SOLD THE ITEM
DELETE IT
FILL ALL THE ITEM DETAILS,
LOCATION AND PRICE.
NO ONE WILL STOP
YOU FROM SELLING IT (IS THIS STILL FOR SALE?)



[For Sale or Wanted in East Lothian](#)

36,496 members

[+ Join](#)



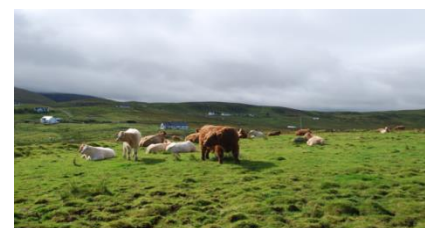
[FREE ITEMS offered & wanted
Edinburgh & Lothians](#)

32,310 members

[+ Join](#)

Chat

Business Page



Why Bother With a Business Page?



- Insights
- Tabs and Contests
- Offers
- Profile limited to 5,000 friends
- Profile unprofessional?
- Option of sponsored posts
- Privacy of self
- Admin roles
- Connect to a Place
- Avoid Shutdown

[An](#)[Home](#)[Find Friends](#)

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organisation or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

- Claim existing business / farm?



An

Home

Find Friends



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place

Company, Organisation or Institution

Join your supporters on Facebook.

Farming/Agriculture

My Farm

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

Get Started



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

[An](#)[Home](#)[Find Friends](#)

Set up My Farm

[1 About](#)[2 Profile Picture](#)[3 Add to Favourites](#)[4 Preferred Page Audience](#)

Tip: Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

My farm is a beef and sheep farm based in the North of Scotland

<http://www.myfarm.co.uk>

[Need help?](#)[Skip](#)[Save Info](#)[About](#) [Create Advert](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [AdChoices](#) [Terms](#) [Help](#)

Facebook © 2016

[English \(UK\)](#)



**FARM
ADVISORY
SERVICE**

Set up My Farm

1 About

2 Profile Picture

3 Add to Favourites

4 Preferred Page Audience



Upload from
computer

Import from
website

Skip

Save Photo

Set up My Farm

1 About

2 Profile Picture

3 Add to Favourites

4 Preferred Page Audience

FAVOURITES

 **News Feed**

 Messages

 Events

2

Add your Page to your favourites
to easily access it at any time.

 My Farm

Add to Favourites

Skip

Set up My Farm

1 About

2 Profile Picture

3 Add to Favourites

4 Preferred Page Audience

FAVOURITES

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2

Add your Page to your favourites
to easily access it at any time.

Remove from Favourites

Next



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Home

Find Friends



An Farmer



Edit Profile

FAVOURITES



News Feed



Welcome



Messages



Events



My Farm

APPS



Live Video



Games



On this Day



Find Friends



Photos



Suggest Edits



Pokes

PAGES



Pages feed



Update Status



Add Photos/Video



Create Photo Album



Friends

Post



An Farmer

1 hr · ▼



Like



Comment



Share



Write a comment...



Press Enter to post.

YOUR PAGES



My Farm

Choose a Facebook Web Address



Customise the web address for **My Farm** to make it easier for people to remember.

Add Web Address

This Week

0

Post Reach

1

People Engaged

Recent Posts



Keep posts upto date to keep people intere...

Boost Post

My Farm updated their cover photo.

Set up My Farm

1 About

2 Profile Picture

3 Add to Favourites

4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations 

Everyone in this location ▼

 Include ▼ |

[Add Bulk Locations...](#)

Age 

18 ▼

-

65+ ▼

Gender 

All

Men

Women

Interests 

| [Suggestions](#) | [Browse](#)



Skip

Save



My Farm

- Home
- About
- Photos
- Likes
- Videos
- Posts
- Manage Tabs

Promote



Like Message More

+ Add a Button

Status Photo/Video Event, Milestone+

This week See All

0 Post Reach	0 Website clicks	0 Post engagement
--------------	------------------	-------------------

Boost your Page for £3 Reach even more people in United States

Promote Page

Farming/Agriculture

0 likes 0 this week

See Pages Feed Posts from Pages that you've liked as your Page

Invite friends to like this Page

ABOUT

Add street address City, County, Postcode Save



My Farm

Home

About

Photos

Likes

Videos

Posts

Manage Tabs

Promote

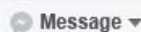


Save

Cancel



Like



Message



More

+ Add a Button



Status



Photo/Video



Event, Milestone+



This week

See All

0

Post Reach

0

Website clicks

0

Post engagement



Boost your Page for £3

Reach even more people in United States

Promote Page

Farming/Agriculture



0 likes 0 this week



See Pages Feed

Posts from Pages that you've liked as your Page



Invite friends to like this Page

ABOUT



Add street address

City County Postcode

Save



My Farm

1 hr · 🌐

Keep posts upto date to keep people interested

Boost post

👍 Like 💬 Comment ➦ Share



My Farm updated their cover photo.

1 hr · 🌐



📞 Add Phone Number

🕒 Add hours

🌐 <http://www.myfarm.co....>

Promote Website

PHOTOS



UPCOMING EVENTS



Create events for your Page.

Create Event

6,491 people reached

Boost Post

 Like

 Comment

 Share



 18

Chronological ▼

Insights





My Farm

Home

About

Photos

Likes

Videos

Posts

Manage Tabs

Promote ▾



Save

Cancel



Like



Message ▾



More ▾

+ Add a Button



Status



Photo/Video



Event, Milestone+



This week

See All

0

Post Reach

0

Website clicks

0

Post engagement



Boost your Page for £3

Reach even more people in United States

Promote Page

Farming/Agriculture



0 likes 0 this week



See Pages Feed

Posts from Pages that you've liked as your Page



Invite friends to like this Page

ABOUT >

Add street address
City County Postcode

Save

Results from Jul 22, 2016 - Aug 18, 2016

Organic Paid

Actions on Page i
July 21 - August 17



We don't have data to show you this week.

People i
July 21 - August 17

Men 25-34

Largest Audience (21%)

Mobile Devices

Most Common Device (85%)

Page Views i
July 21 - August 17

713

Total Page Views ▲140%



Page Likes i
July 21 - August 17

49

Page Likes ▲40%



Reach i
July 21 - August 17

33,355

People Reached ▲231%



Post Engagements i
July 21 - August 17

8,677

Post Engagement ▲64%



Videos i
July 21 - August 17

1,823

Total Video Views ▲3,698%



Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

978

976

977

985

980

975

969

Sun

Mon

Tue

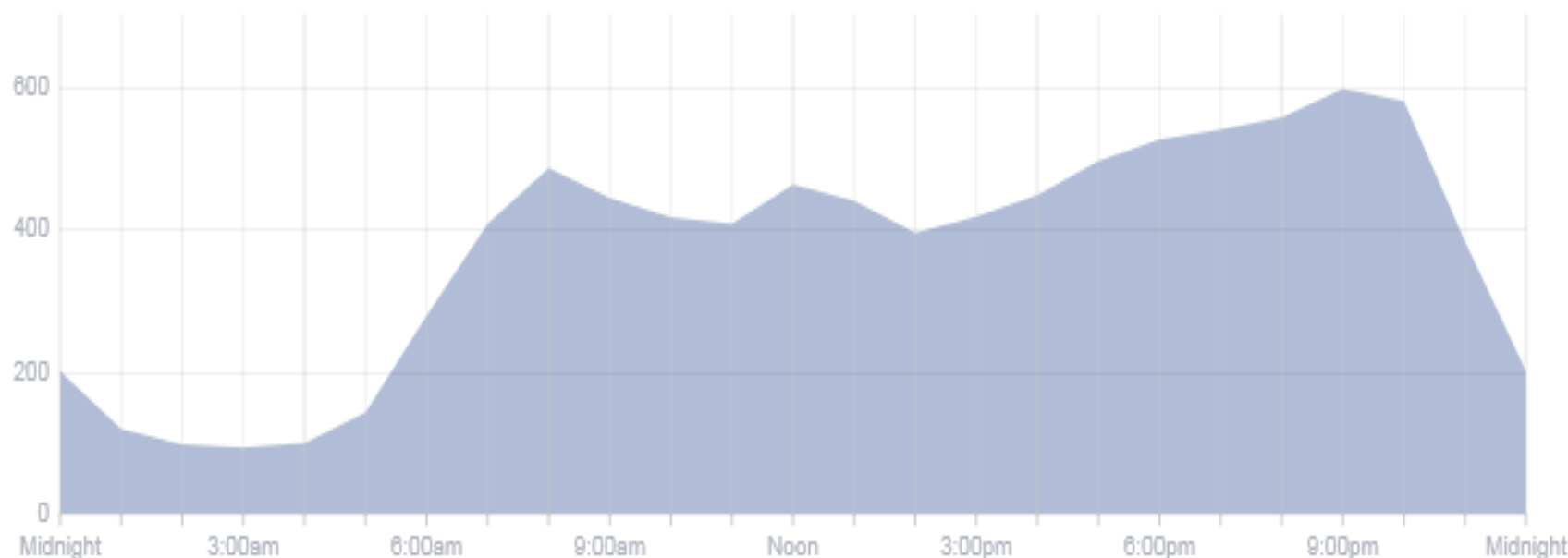
Wed

Thu

Fri

Sat





TIMES



The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares

Type	Average Reach		Average Engagement	
 Video	2,384	<div></div>	255 64	<div></div> <div></div>
 Photo	1,299	<div></div>	197 56	<div></div> <div></div>
 Status	1,152	<div></div>	71 33	<div></div> <div></div>
 Link	824	<div></div>	88 19	<div></div> <div></div>














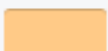




















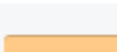

Reach: Organic / Paid



Post Clicks

Reactions, Comments & Shares



Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
08/17/2016 10:39 pm	 That's the girls for the Beltex Beauties had their wash!			1.5K 	259 56 	Boost Post
08/15/2016 8:06 pm	 Get you're red hot beauties soon!			474 	46 2 	Boost Post
08/13/2016 8:02 am	 Good solid trade for our BlackJack pen yesterday averaging £14			2.3K 	141 66 	Boost Post
08/09/2016 6:32 pm	 Blackjack Atomic Kitten. Champion at Keith yesterday. Full broth			591 	19 23 	Boost Post
08/09/2016 1:12 pm	 A preview of the "Blackjack Beltex" Shearlings for sale Friday 12			2.8K 	306 72 	Boost Post
08/09/2016 6:19 am	 Blackjack Beltex - R & K Williams shared your post.			0 	0 0 	Boost Post
08/08/2016 8:26 pm	 Blackjack Beltex - R & K Williams			826 	23 40 	Boost Post
08/08/2016 8:25 pm	 Carlisle Tups just needing their numbers and that's them.			4.2K 	405 112 	Boost Post
08/07/2016 1:25 pm	 Lot 1138 my third shearling in and a Sugar Daddy x Paris.			1.5K 	99 51 	Boost Post
08/06/2016 4:59 pm	 Our first Quarrymount Trembles hearing a blue meaty shearling			2.2K 	311 65 	Boost Post
08/06/2016 2:42 pm	 BlackJack A Sugar Daddy second shearling in the ring. He was r			3.2K 	478 94 	Boost Post

Maximise Interaction



Content

Should be 90%:

- Interesting
- Amusing
- Entertaining
- Informing

And 10%:

- Self-Interest Selling!

Content

- Create a mirror, not a window
- Aim to give the readers something that they want to see, as well as what you want them to see
- Share content
- Always use images!

Content

- Link to content through websites or other social media accounts
- Use hashtags e.g. #glyphosate
- Find a story with pictures (people, animals, crops and machinery)

**NDSU Extension - Lawns, Gardens & Trees**

January 30 at 4:04pm · 🌐

This is my new favorite Valentine gift! Replace the chocolates in a box of candy with miniature succulents in an assortment of colors. Of course this is NOT edible.



187,456 people reached

[Boost Post](#)[Unlike](#) · [Comment](#) · [Share](#) · [Buffer](#) · 665 75 2,180**187,456** People Reached**14,834** Likes, Comments & Shares**10,358**

Likes

665

On Post

9,693

On Shares

2,231

Comments

91

On Post

2,140

On Shares

2,245

Shares

2,180

On Post

65

On Shares

4,817 Post Clicks**4,805**

Photo Views

12

Link Clicks

0

Other Clicks (🔗)

NEGATIVE FEEDBACK

143 Hide Post**24** Hide All Posts**0** Report as Spam**3** Unlike Page

Why did it go Viral?

- 15 days before Valentines
- Posted at 4.40pm Friday
- 1st share 8.48pm, 4th share 10.57pm
- 12.10am A PAGE shared
- 10.07am Saturday “Garden Design Magazine” shared which has 406,403 likes
- VIRAL – know your audience and when on Facebook

Agricultural Communication

Know Your Audience

- 80% of people aged 18-44 check social media when they wake up on phones.



Know Your Audience

- Highest use is mid-week between 1 to 3 pm
- Facebook post at 7pm will result in more clicks on average than posting at 8pm
- Use knowledge of peak user times
- Remember people may be more likely to have more time and be more engaged in the evenings
- Facebook has a global audience, so plan around the time zone of your key market
- On Thursdays and Fridays, engagement is 18% higher

Go Further

- Schedule Posts
- Boosts / Sponsored Posts
- Use Suppliers to your Advantage





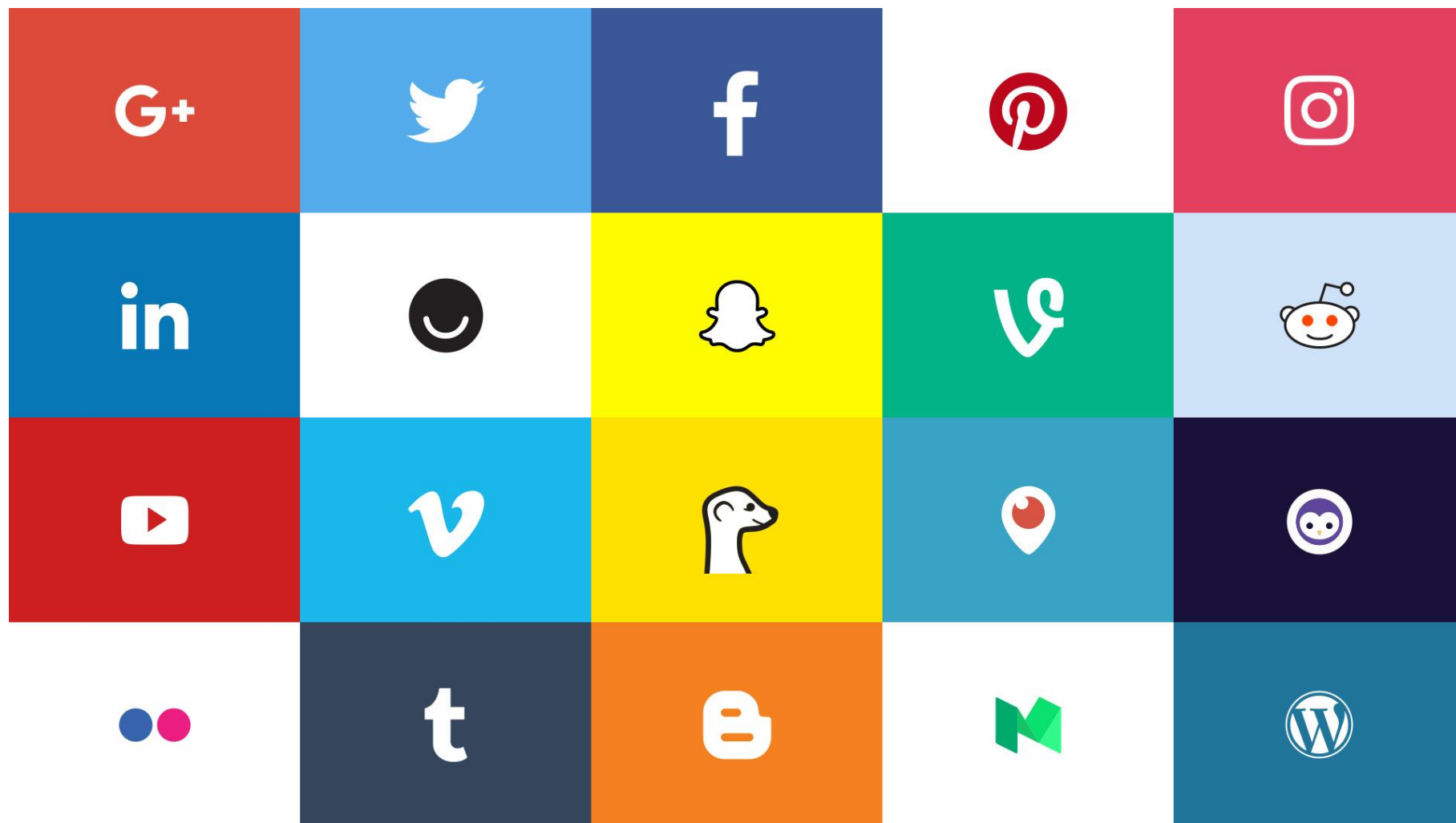
**FARM
ADVISORY
SERVICE**

What Else is Out There?!

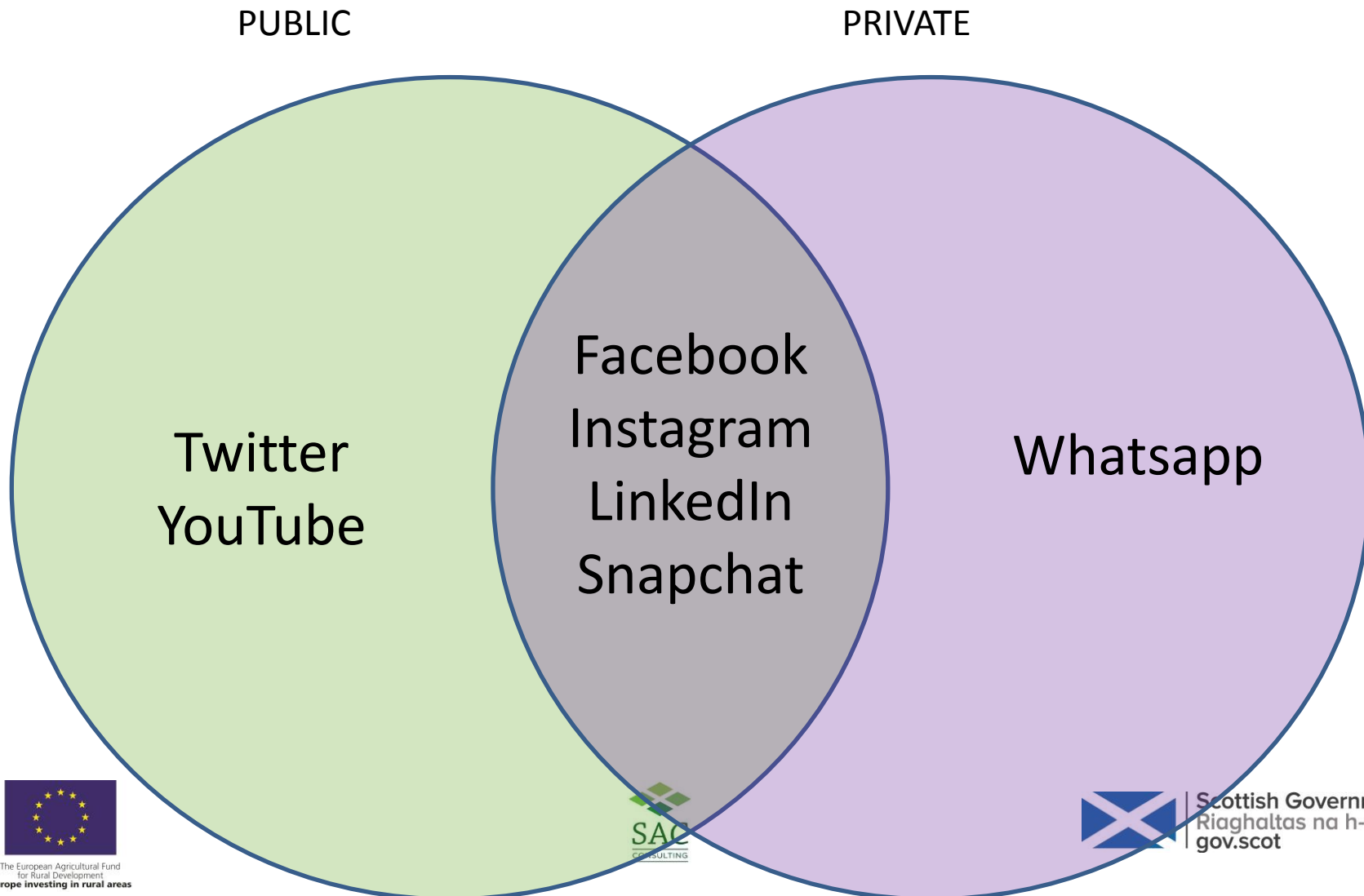




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Public vs Private





Reasons for use

- Interacting with friends and family
- Entertainment / comedy
- Reading news
- Hobbies

Advantages

- Rich content (video, photos etc)
- Infinite word space

Twitter



- Agri sector ‘thought-leaders’
 - Members of advisory boards
 - Nuffield Scholars
 - Winners of Farm Awards or Prizes
- Farms with diversification
- Upcoming ‘younger-generation’ farmers
- YFC Members and Agri students

Who's on Twitter



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- Ag journalists
- Manufacturers
- Dealerships
- Distributors
- Farm Vets
- Company agronomists
- Independent agronomists
- Farm Contractors
- Farm Discussion Groups
- Government
- Government agencies
- Research institutes
- Breed societies
- Professional services
- Shows & Events
- Industry campaign
- Industry Associates
- Wider agricultural media


Features:

140 characters, pictures, links, use of hashtags, @ function.

Who's on Twitter



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SERVICE**



James Logan
@pirntatonjim FOLLOWS YOU

Scratching a living from 2700 ewes and 100 cows in the hills and uplands of the beautiful Galawater valley. QMS Grazing Group host, Innovis breeding partner.

📍 Scottish Borders
📅 Joined August 2013

[Tweet to](#) [Message](#)

89 Followers you know



Tweets **Tweets & replies** **Media**

Pinned Tweet

James Logan @pirntatonjim · Jan 9
A bit of what we're about.



QMS @qmscotland
Read how Jim Logan from Pirntaton has boosted his lamb growth rates after introducing plantain into his grazing mix ow.ly/mMOi307HUyE

👤 2 🔄 5 ❤️ 28

James Logan Retweeted

tulliefarming @andrew_tullie · 17h
Greenest fields in gala water definitely belong to @pirntatonjim and lofty. All those wee fences must be worth it!!

👤 2 🔄 1 ❤️ 4

Instagram

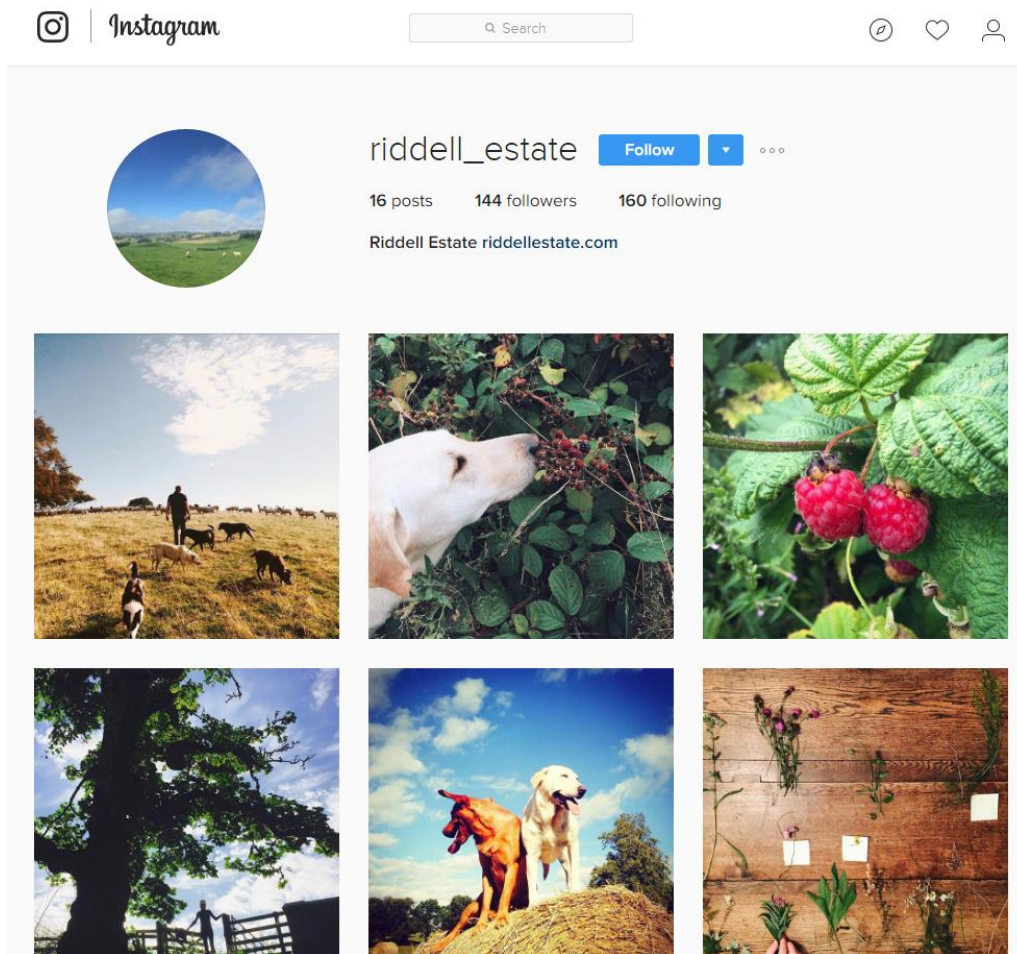


- Picture-based content
- Younger demographic - young farmers, students
- Foodies

Instagram



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SERVICE**



LinkedIn



- Centred around careers and networking
- Rich content (most people hardly use any of the features LinkedIn offers)
- Group features. Create groups of professionals
- Good place to publish knowledge, newsletters, articles, job posts

Have Fun With It!

- Farming Banter
- Peterson Farm Bros
- Farming Gone Wrong
- Quality Meat Scotland (QMS)
 - <https://www.facebook.com/QualityMeatScotland/videos/1295952967083049/>
- Local Shows
- Feed Companies
- Dealers
- Breed Societies

Entertaining the public today at countryside live with Ross T Williams and David Alexander Moir. Thanks Stuart Wood for donating the sheep. This ones ready for the highland 🤔👍👏



🤔 Haha Comment Share

👍🤔👏 You, Ross T Williams, Drum Zwartbles and 496 others

160 shares



McGregor Farms
@mcgregorfarm

Home

About

Photos

Likes

Posts

Create a Page



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ADVISORY
SERVICE

👍 Liked Following Share ...



McGregor Farms

21 December 2016 · 🌐

Christmas Greetings from the McGregor Farms Office Team, complete with two Bah Humbugs!!!



👍 Like Comment Share

👍 Jenni Douglas, Neil Thomson and 110 others

Chronological ▾

View 2 more comments



Adam Sutcliffe Merry Christmas to you all. Hope you're all well
Like · Reply · 21 December 2016 at 19:34



David Waite Merry Christmas to you all and a Happy New Year when it comes.
Like · Reply · 22 December 2016 at 07:07



The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Scottish Government
Riaghaltas na h-Alba
gov.scot



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FG Shows & Sales
about a year ago

Aye yup.....16,000 gns for R&K Williams Beltex shearling ram, lot 1294, Black Jack Well Hung. Sells to Paul Slater.

A video player showing a sheep auction. In the center, a white sheep is being presented in a sandy arena. Several people are visible: a man in a blue shirt stands to the left, a man in a dark vest and white shirt is near the sheep, and a woman in a white coat stands to the right. In the foreground, the backs of several audience members' heads are visible as they watch the auction. The video player interface includes a progress bar at the bottom with a play/pause button, a volume icon, and a settings icon. Below the video, there are interaction buttons for 'Like', 'Comment', and 'Share', and statistics showing '83 Reactions', '12 Comments', and '8.2K Views'.

FG Shows & Sales
4.2 ★ Farming/Agriculture
 8,700 like this
 People also like Harrison & Hetherington

[Call Now](#) [Liked](#)

**Valais Blacknose Sheep Scotland**
4.9 ★ Farm
 22,007 like this
 People also like Valais Blacknose Sheep

[Send Message](#) [Liked](#)

**Fearn Farm**
4.2 ★ Farming/Agriculture
 2,982 like this
 People also like Luig Cattle Society Ltd

[Call Now](#) [Like](#)

**Farming Scotland Magazine**
 Magazine
 1,417 like this
 Jenny McKerr, John Scott and 30 other

[Message](#) [Liked](#)

**Farming for a Better Climate**
 Farming/Agriculture
 486 like this
 Mhairi Dawson, Joyce Campbell and 21

[Send Message](#) [Liked](#)

**A M Phillip Agritech Ltd**
4.3 ★ Farming/Agriculture
 2,942 like this
 Sammy Stewart, Christine Scott and 53

[Call Now](#) [Liked](#)

**Animax Limited**
 Farming/Agriculture
 2,192 like this
 People also like British Grassland Society

[Contact Us](#) [Liked](#)

**Quality Meat Scotland (QMS)**
 Farming/Agriculture
 10,414 like this
 Stacy Tinney, Jenny McKerr and 200 other

[Shop Now](#) [Liked](#)

**Bielack Farm**
 Farming/Agriculture
 1,898 like this
 Stuart Wood, Ross T Williams and 72 other

[Send Message](#) [Liked](#)

**Moocall**
 Farming/Agriculture
 26,505 like this
 People also like Multimin USA, Inc., An


[Shop Now](#) [Liked](#)

**Highland Wagyu and HW Shorthorn**
5.0 ★ Farming/Agriculture
 2,161 like this
 Mhairi Dawson, Blair Duffton and 49 other

[Send Message](#) [Liked](#)

**Newhouse Herd**
5.0 ★ Farming/Agriculture
 5,619 like this
 People also like Procters Limousins

[Send Message](#) [Like](#)

**Lakeview Pedigree Livestock**
5.0 ★ Farming/Agriculture
 2,734 like this
 People also like Solwaybank Suffolks and


[Send Message](#) [Like](#)

**Allanshaws Farm**
5.0 ★ Outdoors
 2,039 like this
 Blair Duffton, Mhairi Dawson and 42 other

[Call Now](#) [Like](#)

**Corsairty Farm**
 Farming/Agriculture
 950 like this
 Christine Scott, Blair Duffton and 72 other


[Send Message](#) [Like](#)

**AHDB Beef and Lamb**
5.0 ★ Farming/Agriculture
 4,197 like this
 Jenny McKerr, Sammy Stewart and 32 other

[Send Message](#) [Liked](#)

**Harestone Livestock**
 Farming/Agriculture
 8,111 like this
 People also like United Auctions - Livestock


[Call Now](#) [Liked](#)

**Turrieff Show**
4.5 ★ Arts & Entertainment
 7,600 like this
 Stacy Tinney, Lynda Allanson and 156 other

[Call Now](#) [Liked](#)

**Cree Beltex**
 Farming/Agriculture
 555 like this
 Ross T Williams, Stuart Wood and 45 other


[Send Message](#) [Liked](#)

**Press and Journal Farming**
 Media/News/Publishing
 3,993 like this
 Ross T Williams, Joyce Campbell and 203 other friends like this

[Message](#) [Liked](#)

**Haddo Texels**
 Farming/Agriculture
 2,493 like this
 People also like Procters Texels and Strawfrank

[Call Now](#) [Liked](#)

**Farming Photos: Plain & Simple**
 Photographer
 14,998 like this
 Christine Scott, Stasa Moysse and 105 other friends like this

[Send Message](#) [Like](#)

**Ritchie Agricultural**
4.8 ★ Farming/Agriculture
 9,456 like this
 Sammy Stewart, Mhairi Dawson and 77 other friends like this

[Contact Us](#) [Liked](#)

**Farming Photography.co.uk**
4.9 ★ Photographer
 73,090 like this
 People also like Farming banter, Agriculture World Machines and other

[Shop Now](#) [Like](#)

**Agricultural & Farming Jobs**
4.4 ★ Media/News/Publishing
 29,324 like this
 Jenny McKerr, Stacy Tinney and 84 other friends like this

[Call Now](#) [Liked](#)

**Allathan Associates**
5.0 ★ Farming/Agriculture
 185 like this
 Blair Duffton, Sammy Stewart and 27 other friends like this

[Call Now](#) [Liked](#)

**Showtime-Supplies**
 Farming/Agriculture
 2,870 like this
 Blair Duffton, Mhairi Dawson and 59 other friends like this

[Call Now](#) [Liked](#)

**Suffolk Sheep Society Ltd**
4.4 ★ Farming/Agriculture
 3,837 like this
 David Alexander Moir, Blair Duffton and 68 other friends like this

[Call Now](#) [Like](#)

**GSF Livestock Equipment Ltd**
4.6 ★ Farm
 26,242 like this
 Stacy Tinney, Jenny McKerr and 124 other friends like this

[Call Now](#) [Liked](#)

**FARM ADVISORY SERVICE**

**Harbro Ltd**
 Farming/Agriculture
 8,342 like this
 Stacy Tinney, Jenny McKerr and 167 other friends like this

[Call Now](#) [Liked](#)

**Harrison & Hetherington**
4.5 ★ Farming/Agriculture
 8,893 like this
 People also like FG Shows & Sales, Genus ABS and other Farming...

[Contact Us](#) [Liked](#)

**Minbank Texels**
 Farming/Agriculture
 4,280 like this
 People also like British Texel Sheep Society and Drimsynie Estate...

[Send Message](#) [Liked](#)

**British Texel Sheep Society**
4.3 ★ Farming/Agriculture
 8,934 like this
 People also like SellMyLivestock, Farming Life and other Farming...

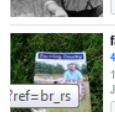
[Call Now](#) [Liked](#)

**Drimsynie Estate Livestock**
4.5 ★ Farming/Agriculture
 3,774 like this
 People also like Strathbogie Texels

[Send Message](#) [Liked](#)

**Muirton Pedigrees**
5.0 ★ Farming/Agriculture
 2,100 like this
 Stuart Wood, Ross T Williams and 106 other friends like this

[Call Now](#) [Liked](#)

**Farm Stock - Scotland Ltd**
4.8 ★ Agricultural Service
 798 like this
 Jenny McKerr, Stacy Tinney and 36 other friends like this

[Message](#) [Liked](#)

**farmingscotland.com**
4.2 ★ Agricultural Service
 14,144 like this
 Jenny McKerr, Ewan Shaw and 147 other friends like this

[Message](#) [Liked](#)

**Scottish Government**
 Riaghaltas na h-Alba
 gov.scot

Thank You

