



Centre for Land and Water



Winter Lectures 2011

Eight informative lunchtime lectures in the
Green Shed: Fridays at 12 noon

Lecture 7

**Social Media –
business in the online era for Rural Communities**

Matt Miller



Winter Lectures 2011

REGISTRATIONS REQUIRED

Phone: 06 650-4532 or Email greenshed@claw.net.nz

Small charge to cover expenses: \$25 inc GST per lecture
(\$150 inc GST for a Series Registration*)

You will receive a light lunch (if you register on time), a lecture and an invitation to stay and discuss the topic in more depth should you wish.

ACKNOWLEDGEMENTS:

The Centre for Land and Water thanks the Winter Lecturers who have generously given their time:



*Berry
Beekeeping*



NOTES:

- * We may cancel or vary presentations if speakers become unavailable or if registrations fail to meet minimum numbers.
- * If a speaker becomes unavailable, we may arrange a suitable replacement to cover the same or a similar topic.
- * Holders of a Series registration will be refunded for any cancelled lectures at \$20 inc GST per cancellation, up to \$150 inc GST total

What is digital marketing?

Why should I use it?

How do I use it?

Where do I start?

and what the **** is Twitter?

Matthew Miller - Mogul Ltd



Digital marketing is the promotion of products or services over the Internet.

There are 4 main areas:

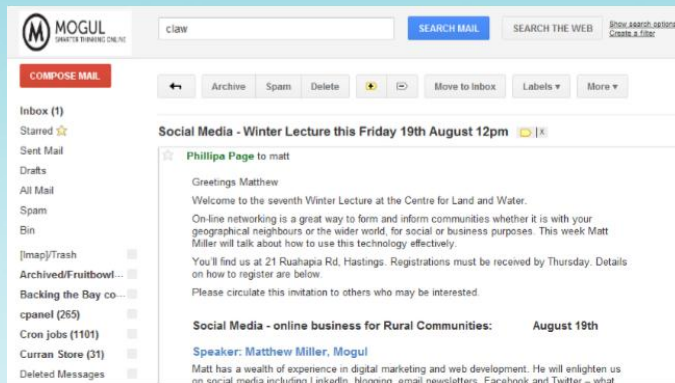
- Search engine optimisation
- Paid search engine marketing
- Email marketing
- Social media (sometimes called Web 2.0)
 - blogs
 - video sharing (e.g. YouTube)
 - photo sharing (e.g. Flickr)
 - social networks (e.g. LinkedIn, Facebook, Twitter, and Google+)



Why is email still the most effective online marketing tool?

hmm...

- how did you find out about this lecture?
- maybe you got an email like this?



Email marketing - the benefits

Easy - just type your newsletter and press the send button

Insightful - instantaneous trackable results, who opened and who clicked on what

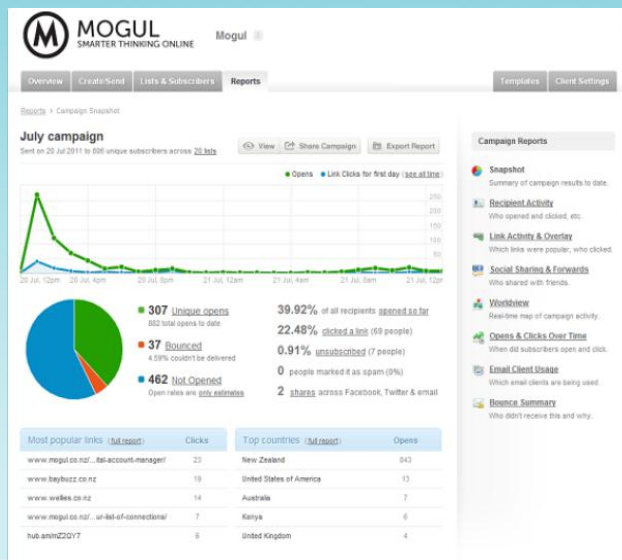
Cheap - you save on time, printing and mailing costs

Reliable - a good email marketing system quickly identifies bounces and unsubscribes



Email marketing software

The managed solution...



My top tips for email marketing

- Tell people about your newsletter
- Reward them for signing up
- Keep sign-up forms short and simple (no-one likes filling in forms)
- Provide useful and well-written content that is relevant to your readers
- Segment your audience as much as possible
- Use a managed newsletter delivery service
- Offer exclusive deals
- Design the newsletter to suit its purpose
- Make good use of images, colours, and numbers
- Use a strong call to action that leaves the reader in no doubt. E.g. 'Buy Now', 'Book Now'
- Include an unsubscribe link
- Include sharing links for Facebook and Twitter
- Establish a content strategy and editorial calendar
- Send emails on a consistent timetable
- Use the current date in the email
- ALWAYS check your links and discount codes

Big mistakes to avoid:

- Spam!
 - See The Unsolicited Electronic Messages Act 2007
 - Step 1: Get the consent of the recipient - 3 kinds
 - Step 2: Clearly identify the business sending the mail
 - Step 3: Include a functional unsubscribe
- Being boring
- Trying to do it all yourself
- Not measuring the results of your campaigns



What is a blog? Why does my business need one?

Your blog is a ...

- PR company
- TV channel
- talkback radio station
- printing press

all rolled into one. And it belongs to you.

A blog enables businesses to...

- build brand awareness
- boost your search engine rankings
- improve customer relations
- show knowledge & earn credibility
- get new clients/make sales

Fact: small businesses with corporate blogs receive 55 percent more search traffic than small businesses that don't blog.

As of 16 February 2011, there were over **156 million** public blogs in existence.



So what (exactly) is a blog?

A blog is an online diary. On a corporate site it might be called a newsroom. Or a press centre. Or just the company blog.

Some examples:

Big famous blogs:

www.huffingtonpost.com - mainstream news

www.theonion.com - parody blog

Company blogs:

blog.xero.com

googleblog.blogspot.com

Local:

sciblogs.co.nz

aardvark.co.nz

www.fruitbowl.co.nz

www.baybuzz.co.nz

www.landwise.org.nz/discussion



Tips for blogging

- Provide useful, relevant and well-written content
- Establish a content strategy and editorial calendar
- Read the top blogs in your industry - and comment on them
- Invite people to comment on your blog
- Write "How to" articles, they are very popular and tend to draw a lot of attention
- Answer comments and questions on your blog
- Add video, photos and images
- Use short paragraphs and bullet points
- Have an opinion. Have a personality. Don't just report news
- Make it easy for readers to share
- Measure

Blogging is great fun and can be very rewarding!



Facebook

Q. Why use Facebook?

A. Everyone is on Facebook...

- There are more than 750 million active users
- 50% of active users log on to Facebook in any given day
- People spend over 700 billion minutes per month on Facebook

A. Facebook is everywhere...

- Every month, more than 250 million people engage with Facebook on external websites
- More than 2.5 million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites
- An average of 10,000 new websites integrate with Facebook every day

A. It's in everyone's pocket now...

- > 250 million users access Facebook through their mobile devices
- Mobile Facebook users are twice as active on Facebook than non-mobile users



What kind of Facebook account do I need?

- If you are officially representing your company, create a Business Page.
- EIT - www.facebook.com/eithawkesbay
- NZCU South - www.facebook.com/nzcusouth
- If you are representing a group, create a Facebook Group. Often these are used for causes, e.g.
- Boycott Adidas - www.facebook.com/groups/boycott.adidas.nz/
- [Boycott Macsyna King's Book](#)
- DO NOT create a Group page for a business. They are outdated, not as interactive nor effective.



Facebook for business - tips

- Identify your business appropriately
- Customise your page
- Offer deals
- Encourage community interaction
- Be helpful, and be on your best behaviour
- Don't put all your eggs in the Facebook basket
- Don't do it all yourself. If possible, delegate to someone who uses Facebook



WTF is Twitter?

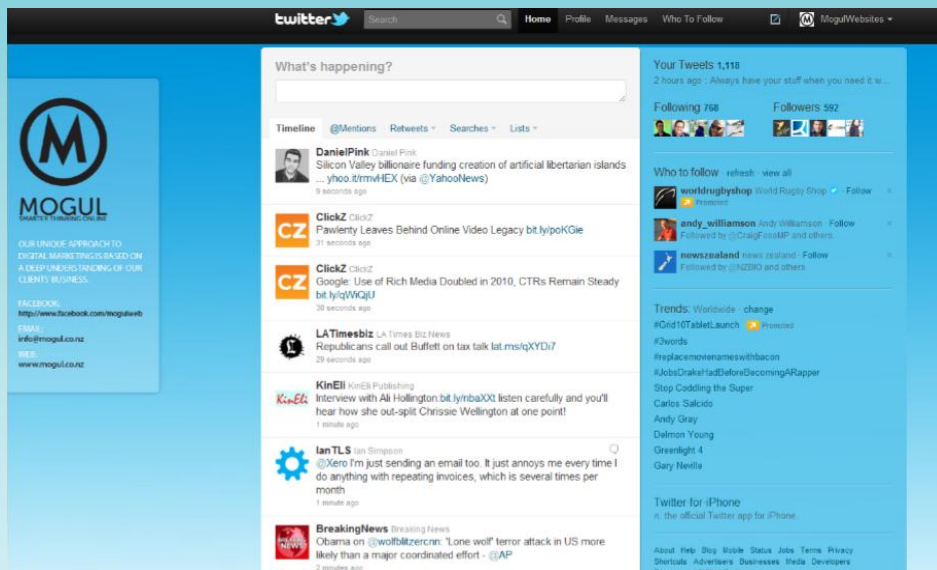
- Twitter is micro-blogging.
- SMS text messaging meets social media.
- It is social messaging, an event coordinator, a news reporting service and a marketing utility.

- 200 million users
- 200 million tweets (social text messages) are sent each day
- 1.6 billion search queries per day

Twitter users usually want to be the first to find out about anything.



This is Twitter...



So what is Twitter again...?

1. A cross between blogging, texting, and instant messaging.

It's where you keep people informed on what you're doing right now.

2. Social messaging

It's a great tool for quickly communicating a message to a group of people. It's certainly a lot cheaper and faster than sending group SMS text messages.

3. News reporting

Twitter has become the world's most popular breaking news ticker.

4. Twitter is social media marketing

Used effectively by Barack Obama during his Presidential campaign, and is used commonly by celebrities and brands as a quick way to connect with their audience.



Top tips for Twitter

- Share your expertise to build credibility
- Grow your network
- Do the right thing
- Marketing and customer service
- Think quality not quantity
- Be authentic, genuine and real
- Have fun



What is LinkedIn?

LinkedIn is a business-oriented social networking site that has over 100 million users.

- It puts the emphasis on connecting with people professionally.
- You maintain a list of connections - contact details of people that you know and trust in business.
- 1 new user joins LinkedIn every second.
- **Fact:** Oracle headhunted CFO Jeff Epstein via his LinkedIn profile in 2008.



Tips for LinkedIn - managing your career

- Present yourself as attractively as possible.
- Pack your profile with details of your career, your credentials, your achievements, and your aspirations.
- Build up your contact network by connecting to as many of your direct connections as possible
- Maintain your connections - be attentive to your inbox activity
- Get recommended - it is the equivalent of a testimonial
- Ask questions and give answers
- Link to your blog articles



Tips for LinkedIn - recruitment

- Employers can list jobs and search for potential candidates
- Employers can view candidates' LinkedIn profiles to find out more about them, e.g. do they have contacts in common?
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them



Tips for LinkedIn - companies and groups

- Farming in the Cloud (a NZ group)
www.linkedin.com/groups/Farming-in-Cloud-2894666
- Precision Agriculture (an international group)
www.linkedin.com/groups/Precision-Agriculture-1561757



Google+

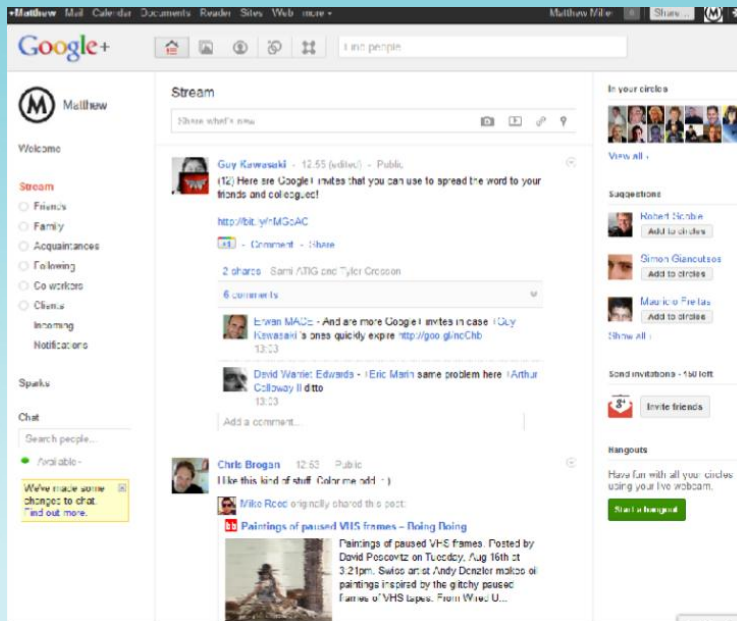
The new kid on the block



- 25 million users within 6 weeks
- and it's open only for invitation-only testing!
- takes the best features of Facebook, Twitter, LinkedIn, and blogging, and combines them.



Google+



Google+

Pros:

- Easy to separate your contacts into groups using Circles
- You can share information within specific groups (e.g. co-workers, friends, family, acquaintances, public)
- Powerful video teleconferencing - up to 10 people at once
- Profiles and updates are indexed in Google search results

Cons:

- Hardly anyone uses it (this may be a good thing!)
- No business pages yet
- Does not work for Google Apps accounts yet



Skype



- free phone calls from your computer - anywhere in the world
- video conferencing
- cheap calls to landlines and mobiles
- computer-to- mobile SMS text messaging
- instant messaging



Skype

Smile and see a great big smile back.

A screenshot of the Skype desktop application interface. The main window shows a video call in progress with a woman wearing a headset. The interface includes a contact list on the left, a 'Call phones' section, and a 'Shop' button. The background is a bright blue with decorative icons like a smiley face, a water drop, and a mobile phone. Below the screenshot, there is promotional text.

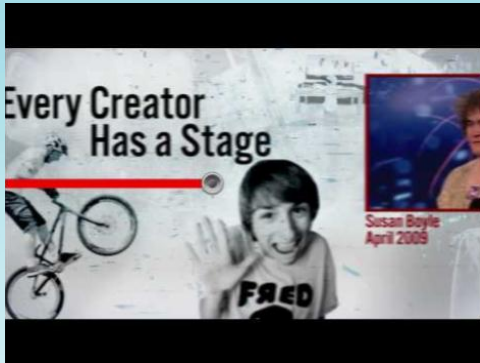
With the new big screen, video calls really feel like you're talking to someone face-to-face. No matter where they are. **It's so easy, and helps you feel closer to loved ones far away.** Plus, it's free.



YouTube



- free video hosting and content delivery network
- social features include comments, ratings, and sharing



Social media and your employees

Everyone uses social media - and this means your employees are using it too.

What they do online can affect how people perceive your company.

Are they aware of their responsibilities?

Read the IBM Social Computing Guidelines:
www.ibm.com/blogs/zz/en/guidelines.html



Social media guidelines for employees

- Protect your privacy.
- Be aware of your association with your employer in online social networks.
- Identify yourself when you discuss business-related matters. Make it clear that you are speaking for yourself and not on behalf of your employer,
 - e.g. "The postings on this site are my own and don't necessarily represent my employer's positions, strategies or opinions."
- Respect copyright, fair use and financial disclosure laws.



Social media guidelines for employees, continued

- Don't provide other people's confidential information and never discuss your employer's performance or other sensitive matters publicly.
- Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, link back to the source. Don't publish anything that might allow inferences to be drawn which could embarrass or damage a client.
- Respect your audience. Don't be racist or disrespectful.
- Steer clear of politics and religion!



Social media guidelines for employees, continued

- Don't pick fights, and correct your own mistakes.
- Try to add value. Provide worthwhile information and perspective.
- Don't use company logos or trademarks unless approved to do so.



For more information...

Contact me at Mogul

website: www.mogul.co.nz

email: matthew@mogul.co.nz

skype: mhcmiller

facebook: www.facebook.com/mogulwebsites

twitter: @mogulwebsites

google+ : +Matthew Miller

LinkedIn: <http://www.linkedin.com/pub/matthew-miller/14/31b/15b>

phone: 06 877 7478





Centre for Land and Water

WELCOME

Welcome to the Centre for Land and Water, a venue supporting sustainable agriculture through training, research and consultancy.

The Centre provides professional offices, meeting and seminar facilities and land for research and training.

We currently have rental offices available. Terms by agreement - phone, fax, copy and print facilities available on-site.

The Green Shed seminar venue is available for training, meetings or for general event hire. Contact us: Phone: 06 650-4532 or Email greenshed@claw.net.nz

The Centre is located on a 4 ha site with easy access and plentiful parking. Entry is from Ruahapia Road, accessed from Karamu Road (SH2) at Waipatu or Pakowhai Road at Chesterhope. It is 4 km (8 minutes) from the Hastings CBD, 17 km (20 minutes) from Napier CBD and 18 km (20 minutes) from Hawke's Bay Airport.

COMING SOON

CLAW Short Seminars:

Communications: Preparing a media release

Communications: Writing popular articles

Communications: Writing technical reports and manuals

Communications: Preparing and delivering public presentations

Irrigation: System calibration theory and practice

Irrigation: How much water do I really need?

CLAW Short Courses

NZQA Certified Irrigation Evaluator



Centre for Land and Water

- 1. Rural New Zealand Biofuels - the future could arrive any time:** **July 8th**
Speaker: Rocky Renquist, Plant and Food Research
Rocky is a crop research scientist. Bio-energy can replace ¼ of all energy use by 2050 and reduce the footprint of ag products. Having identified better conversion technologies, Rocky has worked on crops and crop residues to supply fuel plants. His focus is on bio-energy for rural New Zealand.
- 2. Ground Water Resources – beginners guide to hydrology:** **July 15th**
Speaker: Tony Davoren, HydroServices
Tony is a hydrologist with extensive experience in irrigation, soil water, surface and groundwater water resources. He will explain key hydrology concepts so you can make sense of well tests and groundwater science. What does an aquifer report tell me? How do we know if current take levels are sustainable?
- 3. Bees - what's happening in the hive:** **July 22nd**
Speaker: Peter Berry, Berry Beekeeping
Fresh from the National Beekeepers Association Conference, Peter will update us on the latest developments. He is a conservationist, tramper, hunter, fisherman, farm forester, muso and playwright. He is also passionate about bees, with lifelong beekeeping experience.
- 4. Managing and making sense of data:** **July 29th**
Speaker: Mark Rodgers, "Datatamer"/ Hilltop Software
Mark is a data management specialist and developer of Datatamer software which is used by regional councils and irrigation schemes. He will explain how data from water meters, river monitoring, soil moisture and other sensors can be captured, cleaned, stored and made available. What is this data for and how can it help me?
- 5. Employment Matters - getting it right:** **August 5th**
Speaker: Gill Riley, Grow Human Resources
Gill is an HR specialist with experience in management and operational HR across many sectors. She presents a common sense approach to people issues, good employment structures, and ways to de-escalate issues. Her focus is excellence and optimal results through integration of all business operations.
- 6. Lean Production - taking the waste out of what we do:** **August 12th**
Speaker: Glenn Manahi, SBF
Glenn is the director of SBF, a company facilitating businesses into "lean" ways of thinking and doing. Lean is about doing more with less: less time, inventory, space and money; getting the process right the first time. Glenn promises a fun interactive session looking at systems - what works and what doesn't.
- 7. Social Media - business in the online era for Rural Communities:** **August 19th**
Speaker: Matthew Miller, Mogul
Matt has a wealth of experience in digital marketing and web development. He will enlighten us on social media including Facebook and Twitter – what role do they have in keeping rural communities connected with each other, their markets and the rest of the world.
- 8. Interpreting leaf and petiole test results:** **August 26th**
Speakers: Mike White, Analytical Research Laboratories and Andre Lubbe, Ravensdown
Mike and Andre will co-present this session on testing plant material and turning results into fertiliser recommendations. They will use grapes as a case study to explain what your tests tell you about your crop. Mike and Andre are happy to answer questions about other crops that have particular interest to attendees.