

Social Media & Storytelling Beef & Cattle Industry

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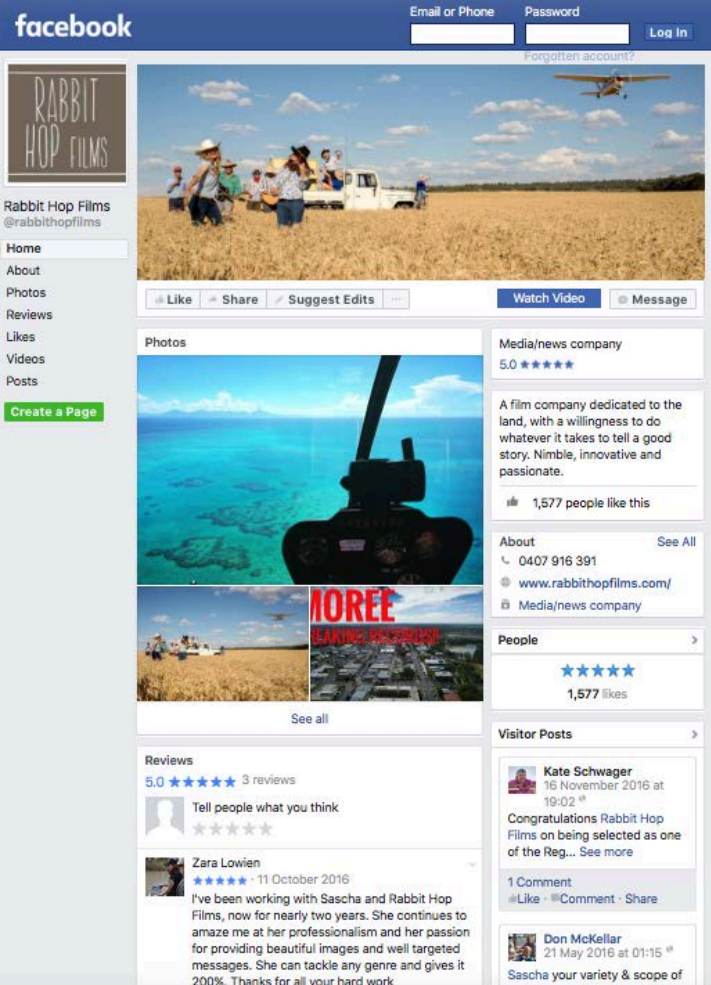
RABBIT HOP FILMS

- Background - Agribusiness
- Founder Rabbit Hop Films
- Corporate videos, television news, TVCs, social media videos, documentaries, property sale videos.
- Clients are broad range start-up, corporate and non-profit organizations. Specialise in story telling.
- 2016 – Rabbit Hop Films voted Top 10 Regional online Companies in Australia. Initiative of Google and Regional Australia Institute.
- Growing importance of Social media
- Clients and beef and cattle Industry



Social Media Marketing

- Social Media is a web-based communication tool that enables people to interact with each other by both sharing and consuming information.
- Agricultural Industry largely remote and SM communication easier.
- Question to audience.
- People will look for your company on facebook before they will look for your website.
- In some ways if your not on facebook your company doesn't exist.



The screenshot shows the Facebook profile for Rabbit Hop Films. The page features a cover photo of a group of people in a field with a white truck and a small airplane in the sky. The profile picture is a logo with the text 'RABBIT HOP FILMS'. The page includes a navigation menu on the left with options like Home, About, Photos, Reviews, Likes, Videos, and Posts. The main content area displays a post with a video thumbnail showing a camera lens over a blue sky and ocean. Below the post are reviews, including one from Zera Lowien dated 11 October 2016, praising the company's professionalism and passion. The right sidebar shows the company's rating (5.0 stars), contact information (phone number 0407 916 391, website www.rabbit-hopfilms.com, and address Media/news company), and a list of visitor posts, including a congratulatory message from Kate Schwager dated 16 November 2016.

Importance of SM in Beef/Cattle Industry

- Social media gives you an opportunity to tell your story and showcase your operation.
- Important for Australian Agriculture collectively to promote our industries and best practice.

Film

- Story of Kenny's Creek Angus Stud
- Always Consider your target Audience
- Look out for what is being communicated in the film.

<https://vimeo.com/204804144>



Things to consider in your Story & SM Posts

- Australian family owned company
- Family involvement in operation
- The cattle are treated well
- The lifestyle of an Aussie family BBQ.
- Clean, green environment
- Be real and honest. People really appreciate that.
- Use Visuals
- Showing next generation
- Good values and hard working family.
- Why you have a good understanding of the industry
- Environmental sustainability



- Giving back to community
- Best practice: rotational grazing
- Passion for Industry
- Great team

Social Media Statistics Australia

January 2017

- Facebook: 16 Million active Australian users.
- Youtube: 14,800,000 UAVs
- Instagram: 5 Million
- Snapchat: 4 Million Daily active users Australia.
- LinkedIn – 3,600,000
- Twitter – 2,800,000



Case Study: Ben Nevis Angus Stud

- Erica Halliday – didn't know what she was doing when she started 1 year ago.
- Finds Facebook great tool to attract younger generation.
- Found really helpful advertising bull sale.
- Spends over \$35,000 annually on marketing but only ever hears feedback from her FB posts.
- Bull Sale video on their FB led to \$26,000 sale (previous record \$12,000)
- Photo of cow on their facebook page that lead to multiple people calling up wanting flushes (embryo transfers) from that particular cow.



Why is SM Important in Cattle/Beef Industry?

- We have seen the power of social media and film and how one negative story can impact a whole industry.
- Broadens your network from local to world-wide scale.
- Opportunity to defend your reputation.
- Increasingly people are turning to social media for their news and not publications.
- Growing importance of traceability in the food sector.
- Cost effective way to reach consumers on mass scale
- Powerful communication tool
- Gives ability to show scale industry and operation (show Stanbroke Video)
- <https://vimeo.com/207972109>



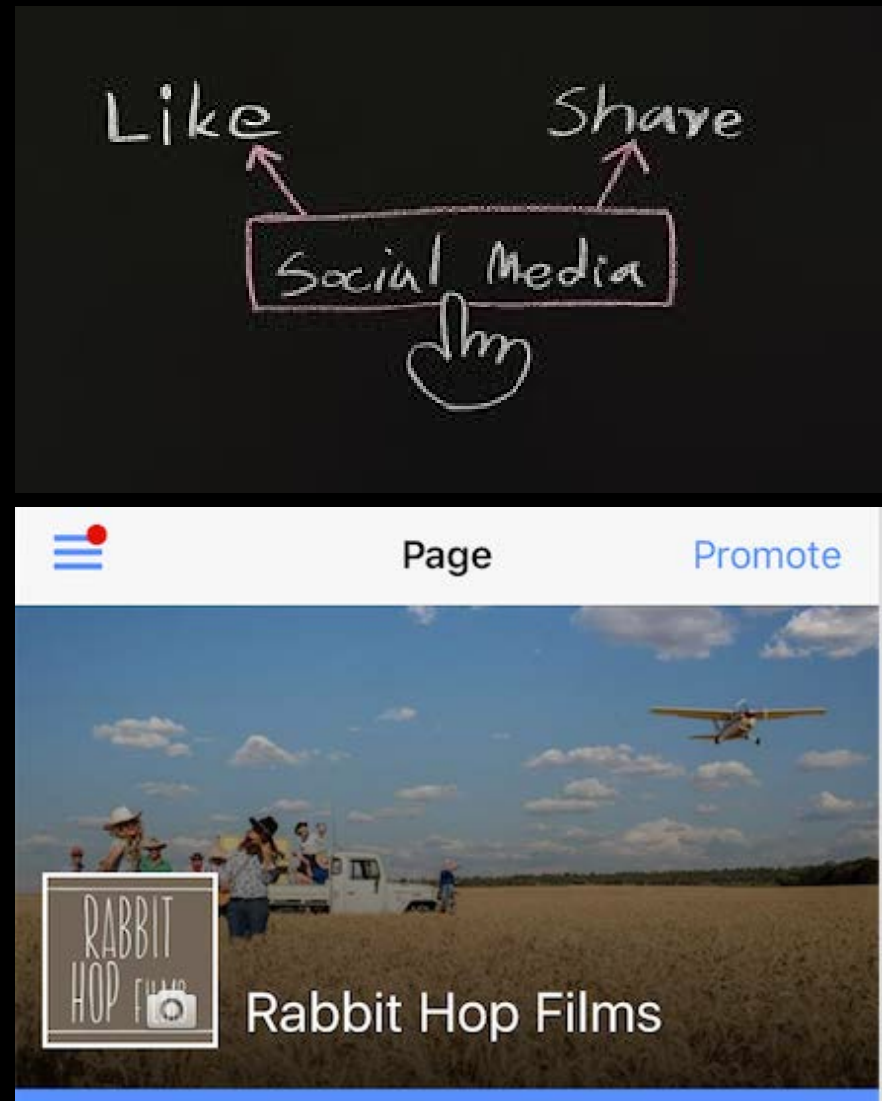
Social Media Tips

- Show Good Visuals
- Facebook share 6% text posts to your following but 80% videos. Video is the fastest way to grow your following.
- Make the image appealing.
- Try to keep any videos under 3 minutes.
- What's day-to-day boring to you is interesting to your consumer.
- You have to pay to play facebook
- Keep it simple. Don't go over the top with graphics. Be real.
- Watch for changing trends online.



Social Media Tips

- Start building your following.
- People will share things that make them look cool. So be informative, cool, honest.
- Growth happens not from likes but through engagement so when your posts are shared by followers.
- Logo v Photos placement when setting up your banner.
- Concern over negative feedback.



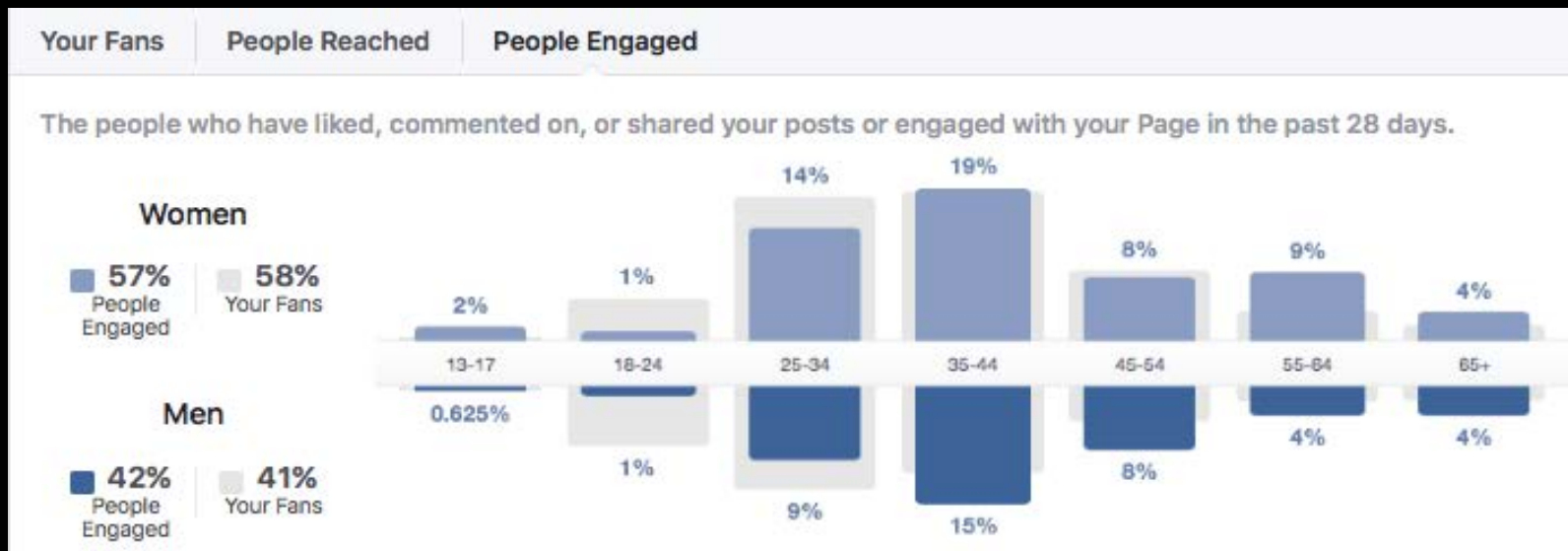
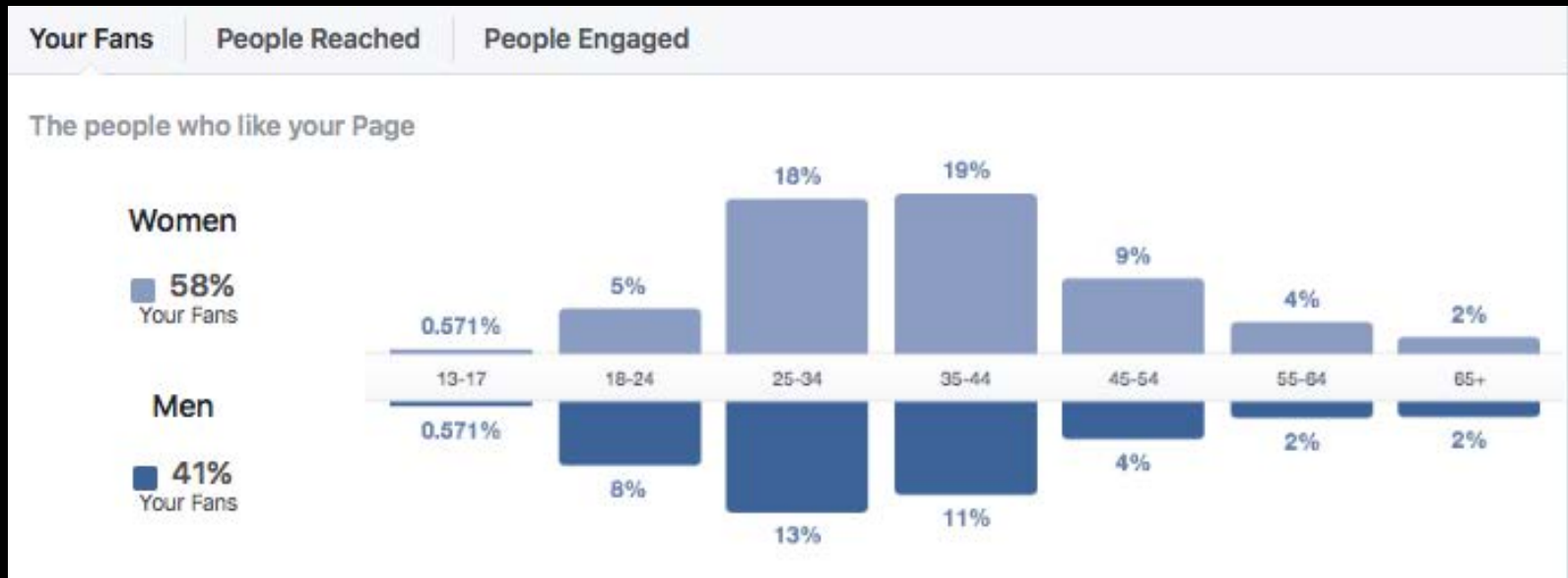
Invite People to Like Your Page

The image shows a Facebook post for the page 'Rabbit Hop Films'. The post features a large red text overlay that reads 'MORE BREAKING'. Below the image, it states '33,940 people reached'. The post has received 249 likes, 22 reactions, 2 comments, and 1 share. A white overlay window titled 'Invite to Like Rabbit Hop Films' is open, displaying a list of users to be invited. The list includes:

- Toby Osmond**: 182 mutual friends. Status: Liked.
- Em Weir**: 63 mutual friends. Status: Liked.
- Cecelia Ziegenfusz**: 1 mutual friend. Status: Invite.
- Brig Mjka Jerrard**: 1 mutual friend. Status: Invite.
- Jolea Isaacs**: Status: Invite.
- Jan Brew**: Status: Invite.
- Jamira Mackellar**: 2 mutual friends. Status: Invite.

The background of the page shows a comment from Ben Longden: 'In the mid 70 degree nights. That took some coping with'. Below this is a reply from Rabbit Hop Films: 'I know the feeling. Ben, it airs on ABC news tonight.' The user profile for Jay Syke is partially visible at the bottom right.

Facebook Analytics



When to Post

DAYS

1,497

1,487

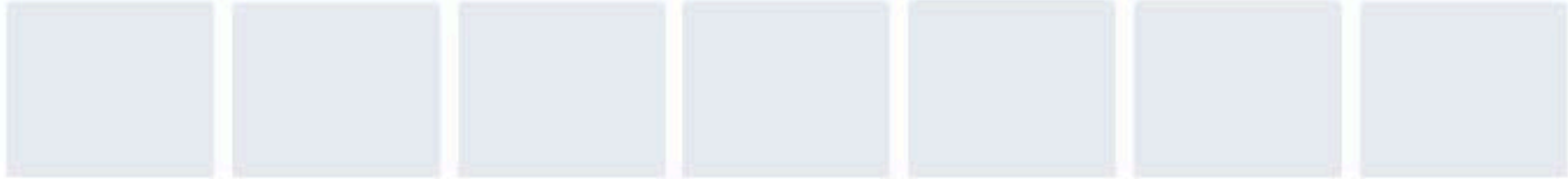
1,490

1,500

1,505

1,503

1,489



Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES



Don't be afraid to be different!



<https://vimeo.com/167352591>