• 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.
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](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
Facebook Analytics

The people who like your Page

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
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<tbody>
<tr>
<td>13-17</td>
<td>5%</td>
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The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

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When to Post
Don’t be afraid to be different!

https://vimeo.com/167352591