

Discover Your Social Web:

An Ohio Farm Bureau Guide to >>



twitter

facebook

You Tube

[FORWARD]

Thank you for choosing *Discover your social web: An Ohio Farm Bureau Guide to Social Media* as a resource to help you learn more about using social media.

When first making the guide publicly available on our website, we were hoping to make it a valuable tool to Ohio Farm Bureau members. Little did we know the guide would become so quickly shared and distributed through not only Ohio, but the entire nation.

Thousands have shared the guide, downloaded it and used it in their own social media training, both within and outside of agricultural circles. Many have used the guide to help legitimize the use of social media in their businesses.

We are proud of our guide, and view it as a living document and training tool critical in helping social media novices understand the value in using online communications tools with a purpose.

In the spirit of the social media habit of sharing, Ohio Farm Bureau authorizes interested parties to copy, distribute and share this guide under the following conditions:

1. No alterations will be made to any of the content (text or graphics). The guide must be shared in its current state as found at <http://tinyurl.com/OFBFsocialmedia>.
2. If wishing to include customized material for your geographical area or business, Ohio Farm Bureau recommends creating inserts to include with the original content.
3. Ohio Farm Bureau Federation is given proper credit for the guide.

That's it! Enjoy the guide and share it with family, friends and strangers alike. But first, use it to join the online conversation and provide your unique point of view to the collective conscience. We'll be waiting for you!

Dan Toland
Communications Specialist
Ohio Farm Bureau Federation

*Original Version published June 2009 | 2.0 update released August 2010 |
Best Communications Tool, 2009 – American Farm Bureau Federation

WHAT IS SOCIAL MEDIA?

Social media is all about building relationships, a key component in Ohio Farm Bureau's mission to forge a partnership between farmers and consumers. It is based upon something we've been doing for generations: having conversations. Social media is nothing more than the conversations we are having online and the tools we use to enhance them.

Ohio Farm Bureau entered the world of social media on behalf of Ohio's farmers with a goal to share the news and views of the honest and hard-working individuals who feed the world and to give the average consumer, who is multiple generations removed from the farm, an inside look into the farming way of life.

While OFBF can speak on behalf of its members, there is no message that rings truer than that which comes from members themselves.

OFBF.ORG

For starters, the home page of Ohio Farm Bureau, www.ofbf.org, provides an outlet for members to take ownership of the messages received by consumers. By signing up for a free Web account on the site, farmers and consumers alike may discuss the news, opinions and issues important to them, and provide personal testimony and examples through commenting at the end of stories, events, polls and other posts.

OTHER SOCIAL FEATURES OF OFBF.ORG:

Sharing, Printing and Text Size: While viewing a news story, events and other select posts, users may easily share whatever content they are viewing with their friends on multiple social websites, including Digg, Facebook and Twitter, by clicking on the SHARE button. Users may also e-mail content to a friend via the SHARE button. Other options include changing the font size, discussing a story on one of Ohio Farm Bureau's Facebook pages and printing content directly from the site.

RSS (Really Simple Syndication): Although we want you to visit our website daily, we know the average user will not think about visiting the site quite that often. But even if you don't visit the site every day, you can receive its latest updates by subscribing to RSS feeds. Through RSS, content from ofbf.org can become a live bookmark in a Web Browser, sent to a "feed reader" or even directly to e-mail.

Learn more about RSS: <http://tinyurl.com/OFBFsocialmedia>
RSS subscriptions are available for the following content:

- News
- Events
- Farm Reports
- Ohio Farm Bureau Video
- Buckeye Farm News
- Speak Out Advisory Council Guides
- Town Hall Ohio
- Farm Bureau Radio News Service
- Legislation
- Regulation
- Policy Development
- POWER Public Policy Updates
- County Pages

Ohio Farm Bureau encourages its members to take a proactive role in sharing agriculture's message through the use of social media websites such as Facebook, Twitter and YouTube. SHARE buttons are even included on ofbf.org so that content from the site may be easily shared by individuals across these social networks.

To learn more about how farmers are using social media and to get some ideas on how you can incorporate it into your farm, business or organization, click on the following links.

- Michele Payn-Knoper's Ag & Social Media Resources — <http://bit.ly/MPKresources>
- Maize Valley Winery and Farm Market (homepage with social links) — <http://www.maizevalleywinery.com/>
- Dial Dairy Facebook — <http://www.facebook.com/pages/Dial-Dairy-Farm/76599047524>
- AgChat.org — <http://agchat.org>
- Farmers Defend Way of Life with Facebook, Twitter — <http://bit.ly/FarmersDefend>
- Genuine Grassroots movement rattles Aussie Winemaker — <http://bit.ly/YellowFailBlog>
- Farm2U Facebook — <http://www.facebook.com/Farm2U>



SIGNING UP FOR SOCIAL MEDIA ACCOUNTS

There's no better way to learn about social media than to simply sign up for an account and get started. It's free, easy and secure! Here's how to sign up for accounts on Facebook, Twitter and YouTube, and how to find Ohio Farm Bureau's accounts on each.

facebook

TO GET STARTED ON FACEBOOK:

1. Go to www.Facebook.com and under "sign up," enter your full name, e-mail address, a password, gender and birthday, then click on sign up.
2. You'll then have to enter in the two words shown in a graphic on the screen for security purposes.
3. You'll then receive a verification e-mail which is sent to the e-mail account you used when signing up. Go to your e-mail and verify the account.
4. You'll then be returned to Facebook where you can follow the next steps to filling out your profile, finding friends and getting started.
5. Find our Facebook accounts at the following links.
Become a fan of each by clicking the "Like" button at the top of each page.
 - Facebook.com/OhioFarmBureau
 - Facebook.com/OurOhio
 - Facebook.com/TownHallOhio

twitter

TO GET STARTED ON TWITTER:

1. Go to www.twitter.com and click on "Sign up" on the right side of the page.
2. You'll have to enter your full name, then the user name you want to use. You'll also need to type in a password and your e-mail, then click "Create my Account."
3. To find Ohio Farm Bureau, go to twitter.com/OhioFarmBureau and click on "Follow" to receive our updates.
4. You may also search for and follow twitter.com/OurOhio, twitter.com/BuckeyeFarmNews and twitter.com/TownHallOhio.

You Tube

TO SIGN UP FOR A YOUTUBE ACCOUNT:

1. Go to www.youtube.com and click on "Create Account" in the upper right portion of the page.
2. You'll be asked to provide an e-mail address, password, a user name you would like to use on the site, your location, gender and date of birth.
3. To keep spammers from infiltrating their site, YouTube will also ask you to enter a code word shown in the box. Agree to the terms of use and then click "Create my Account."
4. To find Ohio Farm Bureau's channel, go to www.youtube.com/OhioFarmBureau. This is where you can find our videos and subscribe to receive updates when the latest videos are posted. You can also subscribe to OurOhio's channel at www.youtube.com/OurOhio.
5. You may also view our videos at anytime without having your own YouTube account by going directly to our channels or searching for our videos at youtube.com.

SIGN-UP SECTIONS ON
EACH HOMEPAGE



FACEBOOK



TWITTER



YOUTUBE

Access easily clickable links to OFBF's social media accounts at
[HTTP://TINYURL.COM/OFBFSOCIALMEDIA](http://tinyurl.com/ofbfsocialmedia)

FINDING AND ADDING FACEBOOK FRIENDS



It's easy to start finding friends on Facebook. When you first create your account, Facebook will recommend people to be your friends based upon the information you entered when signing up. The more you use Facebook, the more connections you will establish.

HERE ARE SOME WAYS TO FIND FRIENDS ON FACEBOOK:

Edit Friends

Click on the Account tab at the top of your Facebook page, then click on Edit Friends. Click on "Find Friends" on the left portion of this page. Here, you can find friends via the following methods:

By e-mail

Search your e-mail contacts to see if they are on Facebook.

By Phonebook

Search your Smart Phone phonebook to see if any contacts are on Facebook.

Suggestions

Based upon your information and connections, Facebook will continually suggest friends for you. This option (and others) may also be found on your Home page.

Search

Have a friend in mind that you want to find on Facebook? Search for them in the search box. Or you can find classmates and coworkers, if you've entered your class and employment information on your profile.

People you IM

If you use an instant messaging program, you can search your IM contacts here for friends on Facebook.

Invite Friends

If somebody you know is not on Facebook, you can invite them to join. This will send recipients an e-mail invitation from you to join the Facebook community.

Friends of Friends

One of the easiest ways to discover more friends on Facebook is to look at your friends' friends. Click on a friend's profile (by clicking anywhere their name or face appears) to see all the people he/she has friended.

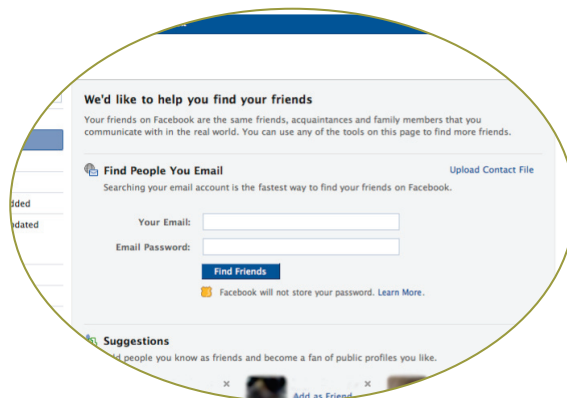
Adding Facebook Friends

Facebook users have a much richer experience when they are connected to their friends. By default, users must have mutually approved friendships to be considered Facebook friends.

To add a friend, simply click on the name of the person whom you would like to befriend. A limited profile view of the person will appear. Click on "Add as Friend" and a friend request will be sent to that person from you. Once they approve you will receive a notification that the person has done so.

A list of your friends can be found by clicking the Account tab, then the Edit Friends option at the top of the screen, as well as on your personal profile.

Learn more about handling Friend Requests on page 15 of this guide.



FIND PEOPLE YOU E-MAIL



SUGGESTIONS, SEARCH, FIND PEOPLE YOU IM

DIFFERENT TYPES OF FACEBOOK PAGES



Although most of Facebook's pages look similar, there are fundamental differences that you may not have noticed.

HOME PAGE

This is the page you see every time you sign into Facebook. It's your starting point for discovering everything that is happening with your Facebook Friends, as well as some of the interactions they are having with their friends.

Central to the Home Page is the News Feed, which shows all activities occurring with your friends and any business pages of which you have become a fan or "liked." It also houses all your friend and application requests, highlights and suggested people to friend and public profiles to like. You can access the Home Page at anytime you are logged into Facebook.com by clicking on "Home" or "Facebook" at the top of the site's page.

PERSONAL PROFILE

This is the page you first created when you joined Facebook. It houses information about you and your activities on Facebook. You may access your personal profile by clicking on your name or where it says "Profile" at the top of the Facebook website when you are logged in. Your personal profile includes the following features:

Your Wall This is where you will find your most recent Facebook activities, complete with interactions from your friends on your posted activities.

The Publisher/Status Update This is the feature at the top of the page where it asks "What's on your mind?" This is a spot where you can update your friends on your status or just say whatever is on your mind. You can also post a note, photos, videos and any other linkable content throughout the Web to share with your friends on Facebook.

Other Tabs at the top of your Personal Profile will display information about you; photos you have posted to the site and any photos in which you are tagged by your friends; notes you create; and a Boxes tab (which Facebook plans to eventually remove) that holds any other applications you add to your profile.

BUSINESS PAGE

Similar to a Personal Profile, a Business Page is for a business, organization or public figure. Facebook users may become "Fans" of public profiles by clicking on "Like" at the top of a Business Page. Business Pages are normally found through interactions with your friends on the Home Page and in the Suggestions Area on the Home Page. You may also use the search box at the top of the Facebook page to search for any company or topic you are looking for.

By liking a Business Page, you are allowing that business, organization or figure's updates into your News Feed on your Home Page so you can stay up to date on its latest information. You can access Business Pages of which you are a fan by clicking on the "Info" tab on your Personal Profile or by searching for them at the top of the Facebook Page.

Learn how to create your own official Business Page in the "Getting Down to Business" section on page 12 of this guide.

GROUPS

Anybody on Facebook can start a group around any topic. Groups can be found by searching for a topic of interest and then clicking on "Groups" when search results appear. Many times, you will also see that friends have joined particular groups, which you may click on, view and join if you wish. Groups can be completely public and open, closed (membership by invite only) and searchable, and secret (only invited members; doesn't show up in search results). Create a group by going to facebook.com/pages and click on "Create Page," then choose the group option.

COMMUNITY PAGES

While users are not quite sure what it's used for yet, Facebook's newest type of page, the Community Page, is starting to show up more often. The pages are about any person, place or thing, and archive the Wikipedia entries of each topic. The pages also contain status updates mentioning the page topic from your friends and others who allow their updates to be public. Community Pages serve little use at this time, but bear watching as Facebook is continually adapting the way people connect on its platform.



The screenshot shows the Ohio Farm Bureau Facebook page. Annotations with arrows point to various features:

- PEOPLE WHO "LIKE" THIS PAGE**: Points to the "Like" button and the list of people who have liked the page.
- OTHER TABS (PHOTOS, ETC.)**: Points to the navigation tabs (Home, Photos, Promotions, Twitter, Notes, etc.).
- STATUS UPDATE**: Points to the "What's on your mind?" text box at the top of the page.
- WALL**: Points to the main content area of the page, which displays status updates and posts.

At the bottom right, the URL facebook.com/OhioFarmBureau is displayed.

FACEBOOK FRIEND

PRIVACY SETTINGS & MANAGEMENT

facebook

Facebook recently made significant changes to its privacy settings. These settings allow you to customize how others access your information on Facebook, so you can be as open or as closed as you'd like to be with people you choose.

BASIC DIRECTORY INFORMATION

Facebook leaves some of your basic information, such as your name, profile photo, gender and network open to the public, making it easier for real life friends to find you and connect with you. However, there are some basic information settings you may choose to change if you wish.

Access your Privacy Settings by clicking on "Account" at the top of the page, followed by "Privacy Settings," then "View Settings" under "Basic Directory Information" at the top of the page.

By default, Facebook will have all basic information available to everyone on the Internet. To change the settings on this page, click on the box to the right of each option.

Options include:

Everyone = available to everyone on and off of Facebook, and available through search engines

Friends of Friends = Available to people you approve to be friends, as well as any of their friends

Friends Only = Only available to the people you have approved as Facebook friends

Recommended = Facebook's recommended settings for all profiles (If choosing this option, be sure to double-check Facebook's settings. This may be more public than your comfort level.)

Custom = Specialized and detailed settings you apply for each category

SHARING ON FACEBOOK

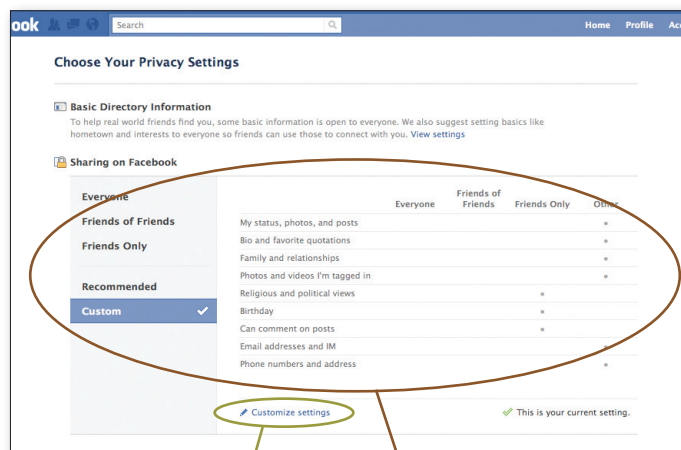
The easiest way to set your privacy settings is to simply click on which option you prefer.

But we recommend you customize your privacy settings to ensure you know exactly how public and private you are appearing on Facebook.

TO CUSTOMIZE YOUR PRIVACY SETTINGS

1. Click "Customize settings" at the bottom of the Privacy Settings page.
2. Each category contains a drop-down menu where you can choose who sees certain information for Things You Share, Things Others Share and your contact information. A good rule of thumb is to allow "only friends" access to your information.

3. You may choose to allow select content to be seen by "Everyone," "Friends and Networks," "Friends of Friends," "Friends Only" or "Customize."
4. By selecting "Custom" in any of the drop-down menus, you can be very specific about controlling who sees your information. Within the custom settings, you'll notice that you may choose to hide information from specific people. This is where you can type in a friend's name to exclude that person from seeing information, or you can even type in the name of a Friend List (See page 8) you have created, to exclude content from all people in that list.
5. To be sure you have applied the settings you want, you may view your Facebook profile as any one of your friends would see it. To do this, click "Preview My Profile" in the top right portion of the "Customize Settings" Page. By default, this will show what your page looks like to people who are not your friend on Facebook. Type in any of your friends' names in the box on the top left to see how they view your profile, then explore your page to be sure your settings apply to them. To stop viewing your profile from a friend's point of view, click on "Back to Privacy Settings" at the top of the page.
6. Back at the Privacy Settings Page, you may also click on "Applications and Websites" or "Block Lists" to further control what others may view. Usually, the default settings work well here.



CLICK "CUSTOMIZE SETTINGS" TO SPECIFY EXACT PRIVACY SETTINGS

CONTROL WHO CAN SEE YOUR PROFILE USING THESE OPTIONS

FACEBOOK

FRIEND MANAGEMENT

facebook

While you may want to be Facebook friends with high school or college buddies, you may also want to befriend coworkers or other business associates. Situations like this have Facebook users quickly discovering that they have many different friends that require different levels of socialization and privacy options.

Through Friend Management, a Facebook user can separate friends into different lists, adjust each list's security settings, and continue to share information with everyone they choose, and in the manner they choose.

FIND THE LEVEL OF FRIEND MANAGEMENT THAT WORKS FOR YOU. HERE'S HOW:

1. Create Friend Lists

Similar to transferring files from one folder to the next; this is a simple way to "sort" your friends. Facebook allows you to create as many Friend Lists containing as many friends as you need.

To do this:

- Click on "Account" and then "Edit Friends" at the top of your Facebook Page
- Be sure "All Connections" is clicked and highlighted on the left side of the page
- Click on "Create New List" and enter the name of your list (High School, College, Family, Church, Co-workers, etc.)
- Click on the friends you want to put into the list
- When finished, click "Create List"
- Repeat for each friend list you want to set up

Note It is helpful to have a "Strictly Professional" friend list as well, particularly for those "friends" who may work in your industry, but that you may not personally know. These contacts are very useful for business and professional usage of Facebook.

2. Sort Friend Lists on the Home Page

After creating your Friend Lists, you will notice you can sort what you see in the News Feed on the Facebook Home Page by clicking on "Friends" and the different Friend Lists you have created on the left side of the page. By clicking "More" at the bottom of these lists, you enable more filtering options.

3. Using your Friend Lists & Customized Settings to Your Advantage

Applying customized privacy settings to your created Friend Lists is a very powerful way to be able to use your Facebook profile for both personal and business use. Users having problems understanding how to separate personal from professional, or are thinking about having two separate profiles, will find this tip useful.

Once you have customized your privacy settings to pertain to specific Friend Lists, you can put new contacts into certain lists right when you add them as friends. When adding a new friend, just click on the drop down menu with the friend request to add a friend to a list.

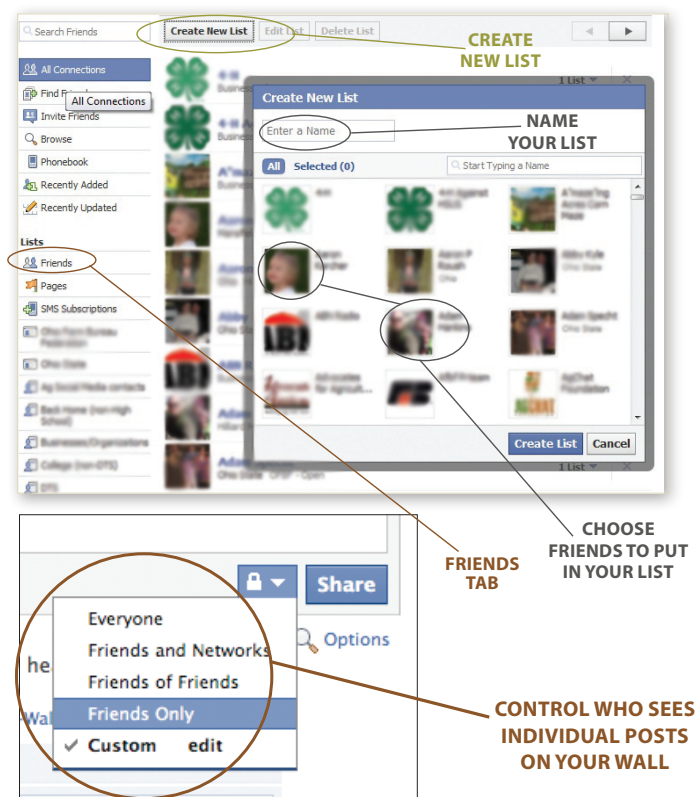
An example of how this works: I put all my family members into a Friend List named "Family." And business contacts into a list labeled "Strictly business." By customizing my privacy settings for photo albums, I can hide the "Strictly Business" list from seeing my photos, while allowing my family to see all of them, or just certain albums.

4. Control Your Posts

You may also choose which friends see a status update at the time you post it. By clicking on the lock icon when sharing content from the publisher, you can choose which friend list or group of friends you'd like to share that information with, while excluding your other friends from seeing the content. Be careful; the default setting will share information even with those without Facebook accounts. Change your default settings to ensure your privacy. We recommend setting it to "Friends Only."

5. Future Edits

Your Friend Lists will always be stored in the "Edit Friends" menu, found by clicking "Account" at the top of the Facebook Page, for future reference.



The engine that makes Facebook churn:

THE NEWS FEED



A "LIVE" STREAM

The News Feed, found at the Facebook Home page when you are logged in, is central to the success of Facebook because it documents all the interaction and connections of all its users around the clock. When a user signs into Facebook, the News Feed tells him/her what all his/her friends have been up to on the site. It also allows businesses and other organizations to put their updates in front of those who choose to "like" them.

There are two options for viewing the News Feed, found by selecting "Top News" or "Most Recent" at the top of the feed. By selecting "Most Recent," the News Feed will update live as a friend or Business Page you Like posts new content. "Top News" refers you to posts Facebook deems to have been the most interactive and interesting amongst you and your friends in the last 24 hours. At the bottom of the News Feed you can view older posts by clicking "Older Posts."

FILTERING OUT THE NOISE

When optimized correctly, the News Feed can be a valuable tool to quickly see what's going on with your friends and businesses throughout the day. But there is also much noise that shows up in the News Feed. To circumnavigate through the noise, Facebook has made it easy to hide the things you don't want to see, so you can find more of what you do want to see.

For example, Facebook allows a lot of third-party developers to create applications which users may access and install on their Facebook Profiles. A good number of these applications, such as quizzes, will appear in your News Feed when your friends interact with them.

HIDING AN APPLICATION OR USER FROM YOUR NEWS FEED

Hover your mouse cursor over top of the post that you would like to hide. A box should pop up on the right side of the post that contains an "X."

- By clicking on "X" you have an option to hide the friend that made the post, or to hide the application that they are posting. Most of the time, you will want to click "Hide the application." This will ensure that you no longer see posts from that certain application in your News Feed. If you choose "Hide User," you will not see any more updates from that particular user.
- Any item or user that you hide from your News Feed may be unhidden by clicking on "Edit options" at the bottom of the News Feed on your Home page.

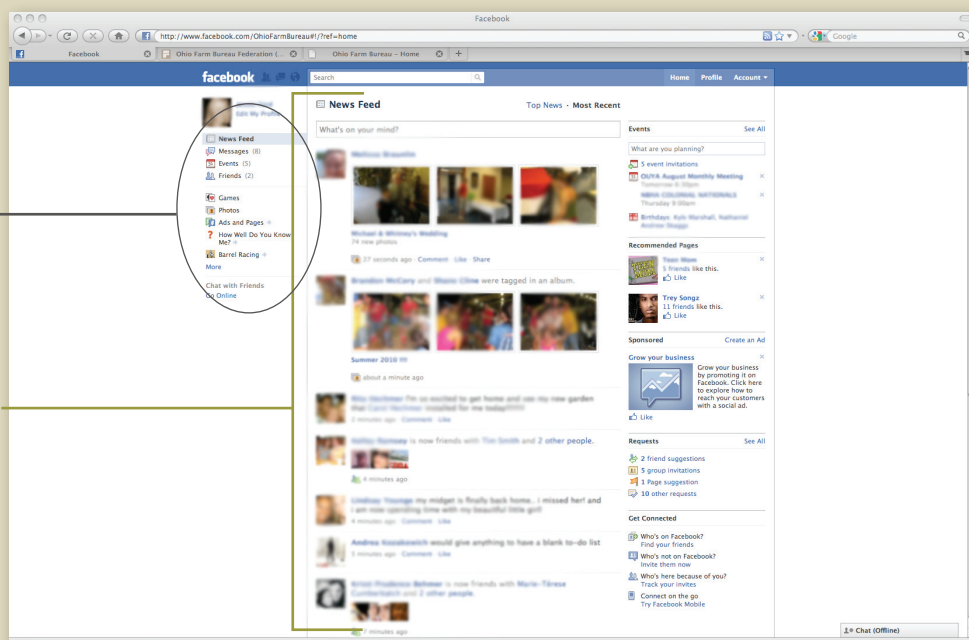
USING FILTER LISTS

On the left side of the News Feed on the Home Page there is a list of filters that will sort the News Feed. The News Feed will change to reflect whichever filter list is chosen. More are available by clicking "More" at the bottom of the lists.

FILTER LIST

NEWS FEED

A Facebook home page



What's Public and What's Private on Facebook?

PUBLIC

Consider anything posted by these methods publicly viewable by anybody on Facebook. Depending upon your privacy settings, more or fewer people may be able to view your posts.

Posts to the News Feed Whenever something is posted via the Publisher on the Home Page, it can be viewed by friends. If you or a friend comment on a post in the News-Feed, it may also be viewable to their friends (depending upon their security settings). Your posts include status updates, links to sites or other content, including photos, videos, etc.

**Anything you Post from the Publisher on your Home Page will be automatically posted onto your Wall on your Personal Profile as well.*

Posts on a Wall Any post or comment you put on your wall or on a friend's, group's or Business Page's Wall or Discussion Board may also be viewable by your friends and at times, friends of friends.

Comments Anytime you comment on a friend's post, it is viewable by anybody who is a friend of your friend's. Anytime you post a comment on a Business Page or group, it is viewable by your friends and any other Facebook user who has access to that group or public profile.

Friending and "Likes" Friends and friends of friends will also be able to see when you "Like" a post or comment, as well as when you become friends with another person. Facebook will never let others know if you "de-friend," block, or ignore something from another user.

Photos Facebook is the world's largest photo-sharing website, but be aware that any photo you post may be found publicly if your privacy settings aren't finely tuned. If friends comment on your photos or if you tag (identify by adding their name) them in a photo, they are also viewable by your friends' friends. If you leave a comment on a friend's photo, it will be viewable to all your friends and all your friend's friends. You may also untag yourself in any photo by clicking on the photo and then "untag" from the options below the large version of the photo. You can set your photo privacy settings right down to the individual album by clicking on "Account," "Privacy Settings," "Customize Settings" and adjusting settings for "Posts by Me" and Edit Album Privacy for existing photos.

Notes Facebook's Notes application allows a user to write a note on any subject that will be linked to their profile. Notes are published to the News Feed for friends to see. Friends may comment on a Note as well, making them viewable by their friends.



Questions Facebook will soon be releasing a new feature known as "Questions," where users can post a question about anything for other Facebook users to answer. This feature will be open to everyone on Facebook. Only post questions if you are comfortable with the entire Facebook Community accessing and answering them.

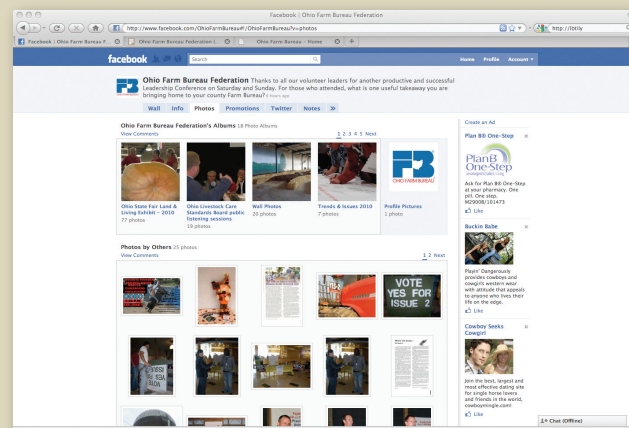
NEWS FEED/WALL POST



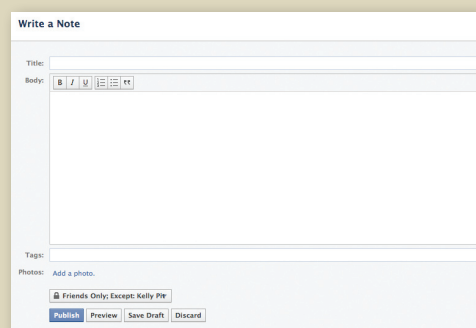
COMMENT/LIKE A POST



PHOTOS



WRITE A NOTE



What's Public and What's Private on Facebook?



PRIVATE

When personal messages must be shared between just two individuals or if you wish to share information with just a select group of people, private modes of communication must be established. Facebook has a couple different methods to allow you to have private conversations with your Facebook Friends.

Chat A built-in instant messaging system allows you to have immediate and private real-time conversations with a Facebook friend, provided you are both on Facebook at the same time. To access the chat function, click on “Chat” in the bottom right portion of your screen at any time. A box will open showing what friends are on Facebook at that particular moment. A full green circle beside a friend’s name means they are available to chat. A half-shaded circle means they are online, but inactive or idle.

- **To chat with a friend**, click on their name and start typing your message in the box at the bottom of the chat window. Press “Enter” to send your message.
- **Use the options button** to make yourself “online” (available to chat to others) or “offline” (invisible to others in chat). If you have Friend Lists set up, you may also choose to make yourself “online” or “offline” to particular groups of friends, by clicking on the little slider to the right of each list or group’s name.

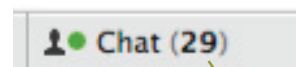
Inbox (Messages) Each user has his/her own inbox on Facebook that is accessible by clicking “messages” on the left side of the News Feed or the Messages icon at the top left on any Facebook page. Click on “New Message” then start typing your friend(s) name(s) in the “To” field. You may send your message to up to 20 friends. If you have Friend Lists set up, you can send messages directly to a group of friends of 20 or fewer by typing the name of the Friend List in the “To” field. Within your message you may also attach videos, photos, links, audio and more! You can also send an Inbox message to a friend by clicking “Send Message” under the profile photo on their profile page.

OTHER PUBLIC/PRIVATE ITEMS TO NOTE:

- When responding to somebody’s post, it is best to respond in the comment section below a post rather than posting a response on the Wall. Same goes for responding to comments on your own posts.
- When you have a more personal response to a public post, it is probably better to send a private message to your friend.
- If you don’t want to comment, but like the post, you can click on “Like” underneath of it to give it a thumbs-up.
- If you accidentally publish something you wish you

hadn’t, it’s OK. It can be deleted. Simply go to your profile and hover your mouse over the post you want to remove, and then click on “Remove” when it shows up to the right of it. It will disappear and you can either republish with your intended post or leave it deleted forever.

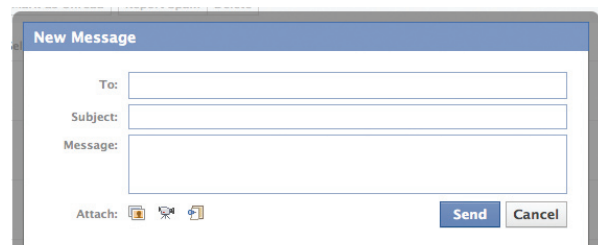
- You may delete any post that shows up on your wall whether from you or friends via the same method described above.
- A good rule of thumb is to keep questionable photos off of Facebook. If you choose to post photo content that could put you in a bad light to some of your friends, be sure your settings are so that your photos are only seen by those you want to see them.
- You may also send Inbox messages to those who are not yet friends. Many use this option to describe themselves to people they are trying to friend if they aren’t already close acquaintances.
- You can also limit which friends see your posts by clicking on the lock icon in the Publisher. The default is to share with everybody, even those off of Facebook. Be sure to change your default settings to ensure privacy.



**SEE WHO’S ONLINE —
(LOCATED AT THE BOTTOM
RIGHT OF THE WEBSITE)**



CLICK ON ‘MESSAGES’ ON THE LEFT SIDE OF YOUR HOME PAGE AND COMPOSE A NEW MESSAGE OR CLICK ‘SEND MESSAGE’ UNDER A FRIEND’S PROFILE PHOTO ON THEIR PAGE (FOR MORE PRIVATE MESSAGES)



Getting Down to Business

BUSINESS PAGES

facebook

GETTING DOWN TO BUSINESS

Business Pages Business usage of Facebook has skyrocketed since the first version of this guide was published. With Business Pages still being a relatively new concept to many Facebook users, there has been some confusion over how to create and use one. Here are some thoughts and tips on starting an official Business Page on Facebook.

- It is important to remember that a Business Page is not a Personal Profile. Many businesses unknowingly (and some intentionally) set up their pages as a personal account, missing out on many advantages an official Business Page provides.
- However, you must have a personal account set up with Facebook in order to start and be an administrator of a Business Page.

Get Started:

1. Go to www.facebook.com/pages and click on “Create Page” to start setting up a Business Page.
2. You’ll be given the opportunity to set up an official page for:
 - A local business
 - Brand, product or organization
 - Artist, band or public figure
3. There will be drop down menus with each option to further specify the niche of your page.
4. Enter the name you’d like to use for your page. Click the box verifying you are an official representative of the business or organization. Then click “Create Official Page.”
5. You’ll then be taken to the page you have created. It is pretty much a blank slate at this point that you will fill with information and posts. Facebook will provide key steps that will help you get started, such as adding a profile image, basic information, status updates, and ways to promote your page on your website.

Advantages of an Official Business Page

An official Business Page will provide your organization with a much better set of tools, insights and acceptance to the general Facebook public than a personal profile. Here’s why:

- A Business Page strongly resembles a personal profile, but doesn’t require an approved friendship for Facebook users to be able to receive its content in the News Feed. All a Facebook user has to do is “Like” the Business Page to automatically receive its content. This is important because many users are not willing to “Friend” a business using a personal profile. By setting up an official Business Page, you’ll receive the benefit of users becoming fans

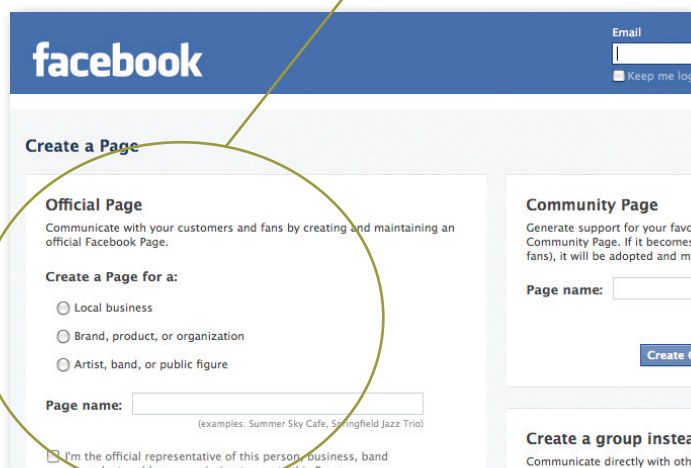
without concern that your business will be looking at their photos, commenting on their status updates and accessing their e-mails and telephone numbers for marketing purposes.

- Another benefit of a Business Page is that Facebook will provide the Page administrator with “Insights” and weekly stats as to how fans are interacting with your content.
- By clicking “Edit Page” on your Business Page, you’ll also be able to adjust your default wall settings and other applications on your page, as well as find new ones to add.

You can also add other Facebook users to be “Admins” of your page, to post official status updates from your business and help manage the page.

- Unlike a personal profile, an official Business Page is also available to the general population on the Internet without a Facebook account.

**CLICK ON “CREATE A PAGE”
AT FACEBOOK.COM/PAGES
TO SET UP A BUSINESS PAGE**



Getting Down to Business

BUSINESS PAGES



Promote your Page

A great way to promote your official Business Page is to create a custom URL to which you can easily direct visitors. Visit www.facebook.com/username to set a username for your Page (You'll also be able to set one up for your personal account here). Here you can create the Web address for your page.

Use caution and be sure you are setting the URL for the correct page. You may have to select it from a drop-down menu first.

For example, we have set the custom URL of Ohio Farm Bureau Federation's Page to <http://www.facebook.com/OhioFarmBureau>. This allows us to easily promote the address (just like we would our website) on printed and broadcast communications and materials, as well as on the web. It's an easy way to start driving traffic to your page.

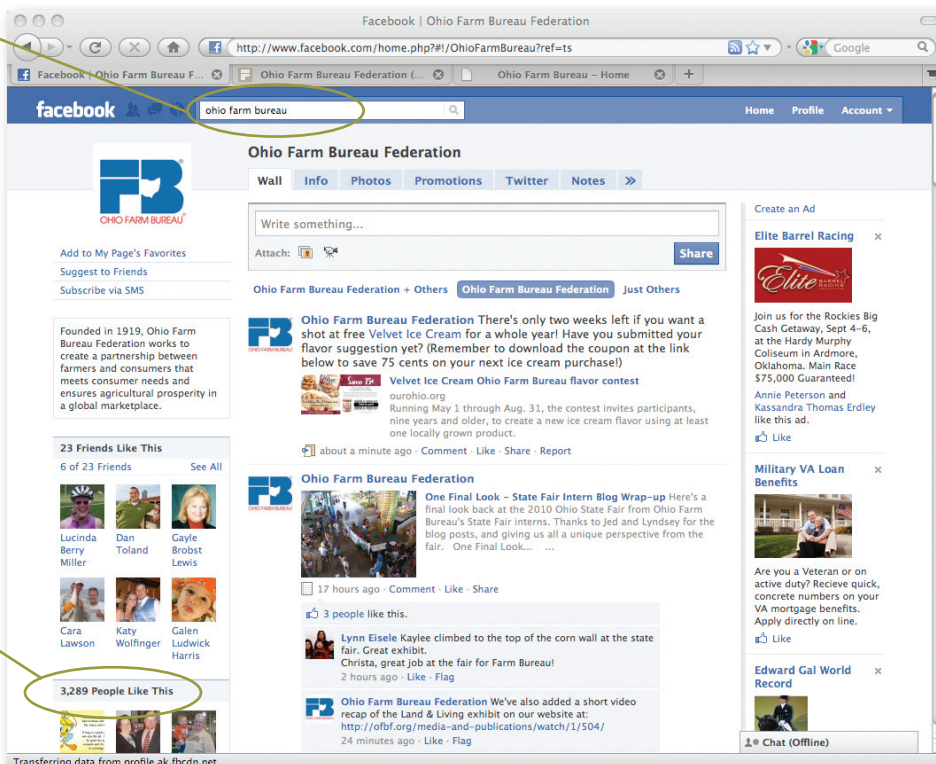
IF AT ANYTIME YOU WISH TO ACCESS YOUR OFFICIAL BUSINESS PAGE, ALL YOU HAVE TO DO IS SEARCH FOR IT BY NAME IN THE SEARCH BOX AT THE TOP OF THE FACEBOOK PAGE.

Another great way to promote your page is to embed Like buttons and Like Boxes onto your other websites. You can find more information on these items by clicking "Edit Page" then "Promote with a Like Box" on the right side of the page.

If at anytime you wish to access your official Business Page, all you have to do is search for it by name in the search box at the top of the Facebook Page.

For more ideas on how to create engaging content on your official Business Page, see appendix A on page 26 of this guide.

ALL A FACEBOOK USER HAS TO DO IS "LIKE" THE BUSINESS PAGE TO AUTOMATICALLY RECEIVE ITS CONTENT. THIS IS IMPORTANT BECAUSE MANY USERS ARE NOT WILLING TO "FRIEND" A BUSINESS USING A PERSONAL PROFILE BECAUSE THAT BUSINESS THEN HAS ACCESS TO THEIR PERSONAL POSTS AND INFORMATION.



Facebook Places

LOCATION, LOCATION, LOCATION

facebook

One of Facebook's newest ventures is into the location-based social networking category. *Places* is an area of Facebook that allows those using mobile Web browsers or applications on GPS-enabled devices to "check-in" to a location to let their friends know of their whereabouts. Options also allow one person to check their other Facebook friends into a location with them.

Places provides pages for each location, which display check-in histories and customized news feeds for each. Consider it a virtual scrapbook of a location, its events and people, as well as a user-generated feed of experiences at that location. *Places* pages will be accessible through the Facebook website on computers as well.

There is no doubt the field is certainly growing as more people become accustomed to selectively letting their friends know of their whereabouts.

Because this version of our social media guide is being published at a time when Facebook is unveiling *Places*, specifics are not provided for how to check-in and will not reflect any changes made to *Places* in response to user feedback upon its release.

PRIVACY CONCERNS

Many are concerned of the privacy issues surrounding location-based social media, but Facebook has taken great care to allow users to tightly control how and with whom they share their locations through *Places*.

Think of it this way: Many of us already use Facebook to let friends know of our whereabouts.



PLACES is an area of Facebook that allows those using mobile Web browsers or applications on GPS-enabled devices to "check-in" to a location to let their friends know of their whereabouts.

Consider the following examples:

- A user uploads a mobile photo of a meal while telling what restaurant he/she is visiting.
- A user posts a status update that they are at a sports venue watching their favorite sports team play.
- A user posts a status update sharing excitement over all the sales they are finding at the local mall.
- A user posts about the great time they are having with friends at a local club or at a concert.

In each of these cases, users are already sharing their location with their Facebook friends. What *Places* does is bookmark the locations where you check-in, shares them with a group of Facebook friends of your choosing, shows you which of your friends may already be at a given or nearby location, as well as (for a limited time) which other Facebook users have recently publicly checked into nearby locations.

By default, a user's check-ins appear on their profile, to friends in the News Feed and in the specialized News Feed on a location's *Places* page.

You will be able to control who can see your check-ins by customizing your Privacy Settings (see the privacy section on page 7 of this guide). To control who you allow to check you into a location when with a group of friends, click on the "Customize Settings" option, then click "things others share."

Also, by default, other Facebook users who are checked-in to a location will be able to see you have checked into a nearby location for a short amount of time after you check-in. To control whether or not you want to appear in the "People Here Now" section of a location's *Places* page, click the "Customize Settings" option on your Privacy Settings page.

BUSINESS USE OF PLACES

Facebook plans to allow businesses to claim their location using *Places*. Once the claim is verified through Facebook, a Like button will be added to the business' *Places* page which will connect users with its official Facebook Page.

In the future, businesses may be able to use *Places* for various promotions, discounts and rewards for loyal Facebook users or groups of Facebook Friends checking into their locations.



FOURSQUARE is among the most popular location-based social networks. Learn more at foursquare.com

Other Facebook

NOTES

facebook

FACEBOOK APPLICATIONS

Facebook allows third-party developers to create a whole host of applications you may add to your personal and public profiles. These include fun stuff from games to quizzes to more business related applications such as RSS feeds and custom FBML coded tabs. To find a list of these by categories, click on the “Applications” tab on the left side of the News Feed, then click on Applications Directory at the bottom of the page. Browse through applications to find ones you’d like to use/add to your profile.

NOTIFICATIONS, REQUESTS & MESSAGES

Facebook will send you notifications when your friends are interacting with you on the site. Certain notifications such as friend requests and comments will be sent to your e-mail inbox. These notifications, along with a host of others will also be sent to your Notifications tab on Facebook. The Notifications tab is located in the top left portion of the page and resembles a globe. If you have notifications you haven’t seen yet, a red bubble with the number of notifications available will show up on the tab. Other notifications will pop-up live on your Facebook screen if they occur while you are on the site.

Friend Requests and Inbox Message Notifications will also be found in the top left portion of your Facebook Home page, where you can click on them and take action.

HANDLING REQUESTS

Oftentimes, you’ll receive a friend request from somebody you either are unsure about, or simply don’t want to add as a friend. There are four ways to handle these requests.

1. **Confirm** – You may confirm the person as a friend. We suggest adding them to a Friend List you have already set up to ensure the correct privacy settings are applied to that person.
2. **Ignore** – Don’t worry. If you choose to ignore a friend request, Facebook will not be the bearer of bad news to the person requesting your friendship. The Friend Request will simply disappear without a peep. However, this potential friend may find your profile and request to be your friend again.
3. **Send Message** – If you are unsure of the identity of the person, you may send them a message asking them to tell you a bit more about themselves and why they want to be your friend. Then you can take action upon their response.
4. **Facebook Friendship Limbo** – Perhaps you’re not sure if you want to add them or ignore them yet. That’s fine. Just let it sit in your requests section until you make up your mind.

The same steps may be taken with invites to Like pages, join groups or play games.

DE-FRIENDING

Under certain circumstances, you may wish to de-friend another user. You may do this by going to their profile and clicking “Remove from Friends” on the bottom left portion of the page. By doing this, you will remove the friendship connection and only give the de-friended person limited access to your profile. They will also stop appearing in your News Feed.

BLOCKING

If another user is harassing you or just won’t leave you alone, or if you have other reasons to not let a user know you are on Facebook, you may choose to block them. This may also be done from the bottom left portion of a user’s profile page. By blocking somebody, you are removing all access to your profile, and all your access to their profile. It’s as if you don’t exist to each other on Facebook. If you have a change of heart at a later date, you may choose to unblock a user by accessing your Privacy Settings and clicking on “Block Lists.”

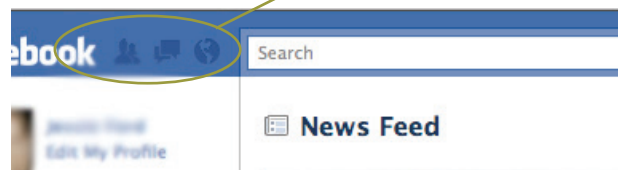
FACEBOOK MOBILE

It is well-known that a majority of smart phone users (think BlackBerries and iPhones) use applications to update and participate in conversations on Facebook from their phones. But many don’t know they can also use simple text and picture messages from a traditional cell phone to update their Facebook status. Learn all about how to use Facebook from your phone at www.facebook.com/mobile.

HELP CENTER

We can’t cover everything on Facebook, but try to provide you the best information to get started and effectively use it. For items we didn’t cover, check out Facebook’s Help Center by clicking on “Help” at the bottom of any Facebook Page.

Friend requests, Inbox Messages, Notifications tabs



Deciphering TWEETS



A tweet is a 140-character-limited message that a user can compose and send to his/her “followers” (those who choose to subscribe to a user’s updates).

HERE’S A COMMON TWEET

OhioFarmBureau: RT @d_toland: Check out the Ohio #Farm Bureau Facebook Page: <http://bit.ly/WgSyEe>

WHAT IT MEANS

OhioFarmBureau This is the user name for the Ohio Farm Bureau Twitter account, and is showing you that a message is coming from Ohio Farm Bureau.

RT This stands for a Retweet. Retweets are the Twitter equivalent of forwarding an e-mail. If you get a tweet that you find worthy of spreading to your followers, it is common courtesy to put the RT in front of the user name of the person whom originated the tweet. Twitter also now has a retweet feature on its website where you can simply click “retweet” instead of manually putting the RT in front of a user’s name. Many still prefer using the RT in front of a user’s name because it allows them to edit the text to add their own commentary/insights.

@d_toland This is the user name for Dan Toland’s Twitter account. Whenever referring to another Twitter user, put the @ sign in front of a user’s name. This serves the same purpose as somebody’s e-mail address. It also makes their user name clickable to other Twitter users, so they can easily access the user’s profile. Twitter will also separate a tweet

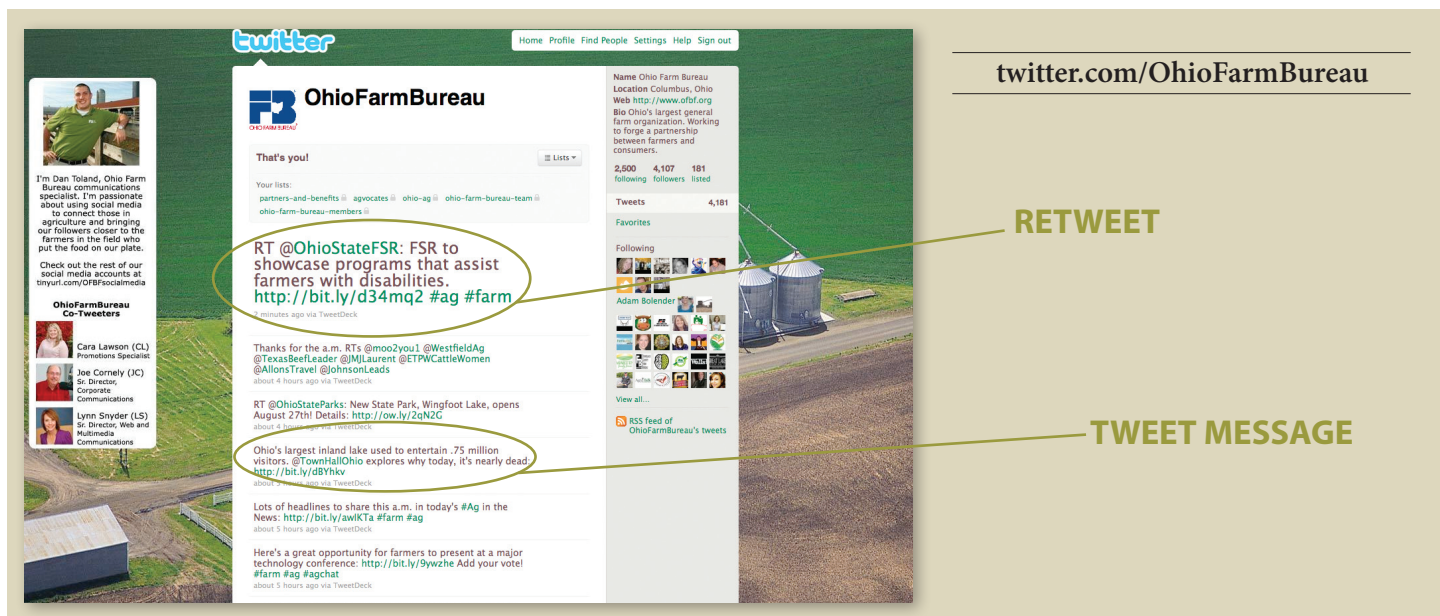
monitoring a username into a separate column so users can see when they have been tweeted to or about.

The Message Next is the body of the tweet: “Check out the Ohio #Farm Bureau Facebook Page: <http://bit.ly/WgSyEe>” This shows that @d_toland is sharing a link to the Ohio Farm Bureau Facebook Page.

#Farm This is what’s considered a hashtag. Hashtags are signified by the # sign, followed by a short word or tag. In this case, #farm means that there is a group of agriculture Twitter users that append #farm to the end of (or within) their tweets so they are searchable and easy to find the conversation and community on Twitter. Try searching #farm without the #, and then with the # in your search box on your Twitter profile to get a better idea of how this works.

<http://bit.ly/WgSyEe> This is the link that @d_toland is tweeting to his followers. It is different than a normal link because it has been automatically shortened using the bit.ly service. @d_toland is in fact linking to Ohio Farm Bureau’s Facebook Page in this example, but many Twitter applications make it shorter using the bit.ly link. This is done so users will have more room for the message of their tweet within the 140 characters they are allotted. It is rumored that Twitter may soon be developing its own link shortening service to use from its website.

**Note* You do not have to type in your own user name at the beginning of tweets. Twitter and other services that allow you to update to Twitter will automatically do this.*



Different Types of TWEETS



There are different categories of tweets to be used for different reasons. Brush up on them here.

PUBLIC (REGULAR) TWEET

Any time you send out a regular tweet it is public. Anybody can see it, search it and retweet it. It is archived and saved.

Example:

OhioFarmBureau: Check out our website at <http://www.ofbf.org>.

PUBLIC REPLY (ALSO KNOWN AS AN @REPLY)

These tweets are used when replying to or addressing a specific user in Twitter. Public replies are also viewable and searchable by anybody, and they are archived. Your @ replies are also archived on your Twitter.com profile page by clicking on @yourusername underneath your profile information on your Twitter home page.

Examples:

d_toland: @BuckeyeFarmNews when is your next issue going to print?

d_toland: Wondering when my @BuckeyeFarmNews is going to arrive.

BuckeyeFarmNews: @d_toland It should arrive in two weeks

DIRECT MESSAGE (ALSO KNOWN AS DM)

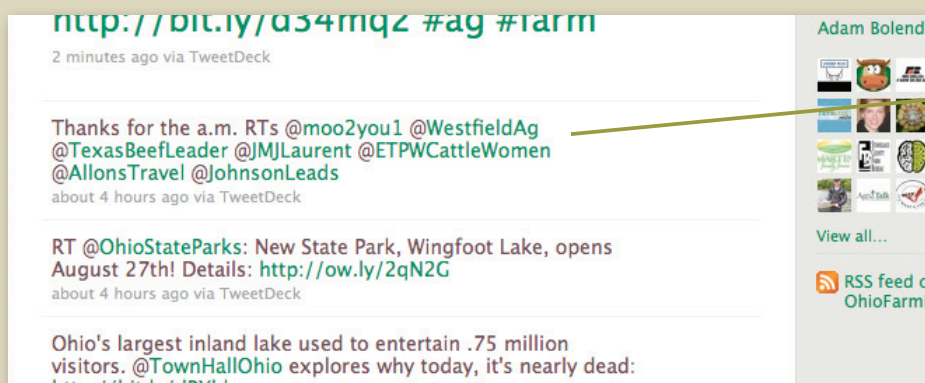
Direct messages are the only way to send private messages through Twitter. Similar to e-mails, they are only viewable by the sender and the receiver. They are not publicly searchable. The only time a user can send direct messages is when they have a mutual following with another user. (i.e. – you follow them and they follow you). There are a number of ways to send direct messages.

- Send a user a direct message by typing the letter d followed by a space and the username of the person you want to DM without the @ sign in front of it.

Example:

d_toland: d BuckeyeFarmNews: When is your next issue coming out?

- Send a user a direct message from their profile page on Twitter.com by clicking on “message username” under their profile information.
- You can also send a user a DM by putting your mouse cursor over their username and clicking on the button that resembles a cog that appears on the small screen showing their profile information that hovers on the screen.
- Check your DMs by clicking on Direct Messages on your Twitter.com Home page under your profile information.



PUBLIC (REGULAR) TWEET

PUBLIC REPLY (@REPLY)

@iTweetMeat It also humanizes businesses remembering the "social" part of social media. Portability & REAL TIME search put it above others.

12:46 PM Aug 12th via TweetDeck in reply to iTweetMeat

Viewing and Archiving TWEETS



There are multiple ways to view tweets on Twitter.com.

HOME

From your Home tab on Twitter.com, you will be able to view a stream of tweets from all the people you follow, from the newest tweet to the oldest tweet. At the bottom of the stream of tweets, you may click on More to expand the stream and see older tweets.

PROFILE

By clicking on the Profile tab in Twitter.com, you will be taken to a stream of your own tweets. Only your publicly viewable tweets will be available for viewing.

A number of tweets are archived for you to view separate from the Home stream. These are found on the right side of your Home Twitter page.

@USERNAME

This tab will contain your Twitter user name with the @ symbol in front of it. This archives any @replies addressed to you or any tweets that mention you by your Twitter username. Check this to see if others are tweeting to you or about you.

DIRECT MESSAGES

Any private Direct Messages that are sent directly to you will be archived here. By default, you should also receive an e-mail any time a Direct Message is sent your way. Both sent and received DMs are archived here.

FAVORITES

Some people like to “save” tweets with important links, thoughts or messages, to view later. You can do this by “favoriting” a tweet. Any tweet may be “favorited” by clicking on the star that shows up on the right side of a tweet as you hover your mouse over it. Tweets that have been favorited will show up by clicking on the Favorites link on the right side of your Home page on Twitter.com.

LISTS

This feature allows Twitter users to create lists made of certain Twitter users they follow. For instance, a farmer may want to keep tabs on all ag organizations in the state of Ohio, so he/she would create a Twitter list for Ohio Ag Organizations and add all he can find to that list. By separating his/her Twitter feed by lists, he/she can keep tabs on the latest information in Ohio agriculture all in one space, without seeing updates from others. Go to a user's profile, click “Lists,” and choose to add them to an already created list, or you can create an all new list to which to add them.

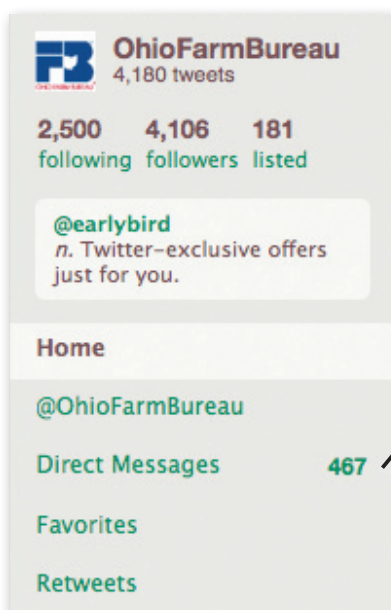
All of these functions are also available in most third-party Twitter applications.

OFBF'S TWITTER HOME PAGE



@USERNAME, DIRECT MESSAGES & FAVORITES

OFBF'S TWITTER PROFILE PAGE



What and How to TWEET?



Twitter asks you to tweet by answering the question “What’s happening?” There is much confusion about how Twitter is used. While there is a lot of noise on Twitter in the form of what people ate for breakfast, it isn’t all about what you are doing. The key to understanding and using Twitter in a productive manner is to answer the following questions in your tweets.

- What do I care about and why?
- What information or thoughts can I provide my followers that will add value to the reason they follow me?
- What do I do in my field of work/study that would be of interest to my followers.
- Why are people following me? What are they looking to find from me?
- What content do I find interesting that I can link to and share with my followers?
- What questions do I have for my followers that could help me solve a problem I am working on?
- Does a person I am following have a question that I know an answer to? How can I help?

HOW TO TWEET

From Twitter.com

While signed into Twitter.com, you may enter your tweet into the box at the top of the page that asks, “What’s happening?” As you type your tweet in the box, the number on the right side of the box will get smaller. This lets you know how many of your characters you have left of your 140-character limit.

You may also add a link by copying and pasting the Web address of the page you want to link to into the tweet box. Many third-party applications may shrink this into a short URL after you tweet it, so don’t worry if it looks different after tweeting.

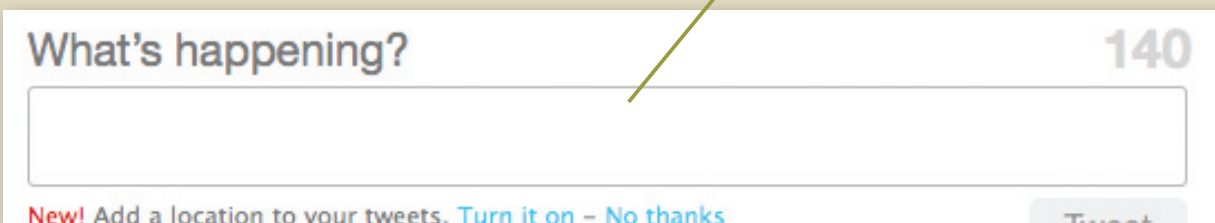
Remember the abbreviations and symbols described in the “Deciphering Tweets” and “Different Types of Tweets” tutorials. You may want to use them when tweeting.

Twitter.com also makes it easy for you to @reply to or retweet somebody. By hovering your mouse over a tweet you wish to respond to or retweet, you may click on either option which appears on the right side of the tweet. This will automatically add the user’s name in the tweet box at the top of the page so you can respond, or go ahead and automatically compose the retweet for you.

From Third-Party Applications

Some of the most recent statistics show that nearly 75 percent of all tweets come from sources other than Twitter.com. Third-party applications such as TweetDeck, HootSuite, UberTwitter and Twitter for Blackberry, allow you to tweet while not having to be at Twitter.com. They also offer quicker and better options for retweeting, direct messaging, replying and more. Take the time to play around with these third party applications and find the best way for you to tweet. Read more about these options in the next section of this guide.

WHERE YOU ‘TWEET’



Twitter’s “Tweet Box”

Third-party applications

Tweeting beyond twitter.com



As stated in the previous section, the majority of tweets happen away from twitter.com. While you can tweet from Twitter.com, most people enhance their Twitter experience by using software or other applications developed by third parties. Here's a list of some recommended applications and a brief overview of how they may be used.

DESKTOP APPLICATIONS

These applications download and install onto the hard drive of your computer. You do not have to have your Internet browser open to run them, but you do have to have an available online connection.

TweetDeck One of the top desktop Twitter tools available. Experience the full range of Twitter capabilities. In addition



to viewing columns of tweets from people you follow, replies and direct messages, you can set up custom columns to follow whatever you choose. Set up different groups of users

to follow, set up multiple columns of live updating Twitter searches, and even connect to your Facebook, LinkedIn, Foursquare and MySpace accounts to see friends' status updates. Other capabilities allow you to update your Twitter and Facebook or Facebook Business Page statuses at the same time, or to post to one or the other; tweet photos and videos, schedule updates to post at a later time and more. Download it at: <http://www.tweetdeck.com>.

Seesmic Desktop This tool is very similar to TweetDeck, with a few different options. It is also now available in a web-based version. Download Seesmic Desktop at: <http://desktop.seesmic.com/>

BROWSER-BASED

HootSuite Offers many of the same features as TweetDeck, but is based online (saving some of your computer's resources). In addition, HootSuite allows users to check



website analytics, track clicks on links created in HootSuite, set up multiple team members to contribute to one

Twitter account, connect RSS feeds to your Twitter account and more. Try it at www.HootSuite.com

MOBILE APPLICATIONS

These applications download onto your handheld smart phones, and allow you to tweet on the go.

Twitter for BlackBerry Allows you to view and post tweets, replies and direct messages, retweet, follow, unfollow, favorite, visit user profiles and more. This application also

allows you to receive and send tweets without having to use texting on your phone. It is the official and quickest Twitter application for BlackBerry, and takes advantage of BlackBerry's push notification system.

Visit <http://bit.ly/Twitter4BlackBerry> to download Twitter for BlackBerry to your BlackBerry.

UberTwitter for BlackBerry Contains many of the same features as Twitter for BlackBerry, with the added feature of being able to manage multiple Twitter accounts.

Point your BlackBerry browser to www.ubertwitter.com and click on download to get it on your phone.



Tweetie for iPhone Allows you to view and post tweets, replies, direct messages, follow and unfollow, perform Twitter searches and more.

Visit: <http://www.atebits.com/tweetie-iphone/> or download



Tweetie from the iPhone Apps Store to install. TweetDeck is another good application for the iPhone. Find it at www.tweetdeck.com.

Tweet From Your Traditional Cell Phone Just because you have a traditional cell phone doesn't mean you can't send and receive tweets. Here's how to do it: When signed into Twitter.com, click on "Settings" at the top of the page, and then "Mobile." From here, you can enter your cell phone number and verify your phone. Directions from here will tell you how to send and receive tweets. For reference, clicking the phone icon on a user's Twitter profile will allow that person's latest tweets to be sent to your cell phone via text.

There are a ton of Twitter applications made by third-party developers. These are just a handful of the most popular. Find a complete library of nearly 3,000 Twitter applications and tools for your computer, browser, smart phones, iPad and more at www.oneforty.com.

Followers and Following:

WHAT YOU NEED TO KNOW



It's easy to start following people. Just simply click on the "follow" button under their name and photo while holding your mouse arrow over their username, or clicking on "Follow" while on their profile page. But finding people to follow isn't easy at first. Here are some ways to find people to follow, and some tips about following and followers.

First, click the "Find People" Tab when you are signed into Twitter.com. The following options will be available:

SUGGESTED USERS

One of Twitter's newest features is the ability to suggest users for you to follow based upon your profile, who you follow and what you tweet about. Click on "Suggestions for You" to start finding new people to follow.

INVITE BY E-MAIL

Not finding somebody you want to connect with on Twitter? Send them an e-mail through this option and invite them to join.

FIND FRIENDS

This option allows Twitter to search users' Gmail, Yahoo and AOL accounts to see if any contacts are already on Twitter. This is a good option to help you locate people you already know on Twitter.

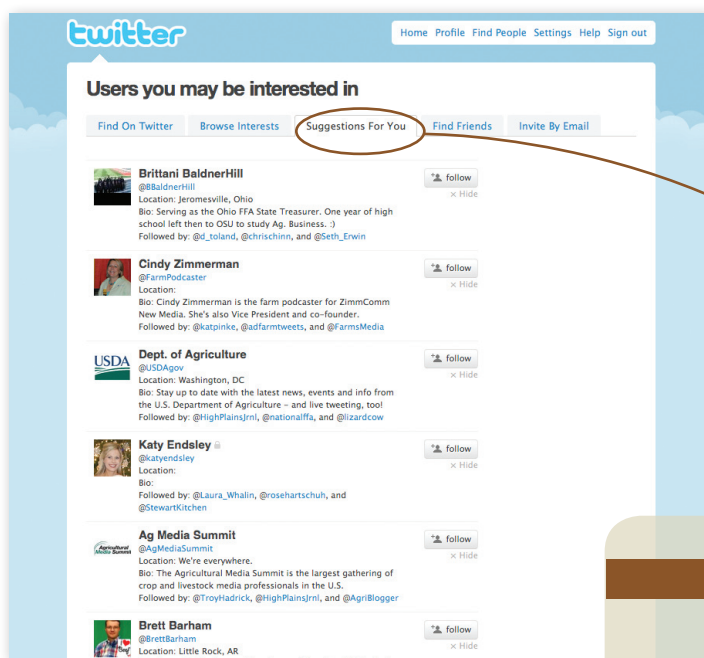
FIND ON TWITTER

This option allows you to search for users by username. For example: OhioFarmBureau or Ohio Farm Bureau will find the OhioFarmBureau account on Twitter, but Ohio Farm Bureau Federation will not. A search for farm, however, will bring up multiple accounts with the word farm in usernames or descriptions.

TWITTER SEARCH

A great way to find people to follow is to Twitter Search for a topic of interest and start following users you find interesting. Twitter Search by entering your search term in the box located below your Twitter profile on the right side of the page. Here you will also see a number of "trending topics," which show what is being talked about the most in real time on Twitter. Don't be shy about following others you don't know. This is expected and completely normal in Twitter. You'll get used to it.

Learn more about Twitter's role as a search engine on the following page.



CLICK ON "SUGGESTIONS FOR YOU" AND USE THESE SEARCH OPTIONS

FOLLOW FARMER

Find a complete list of more than 700 agricultural Twitter users at <http://bit.ly/FFarmer>

Twitter:

THE REAL-TIME SEARCH ENGINE



Twitter is not only a messaging tool, it is also the world's fastest growing search engine. As the web continues to transition from slow, static content, to vibrant, real-time conversation, our demand for real-time information continues to grow. And since Twitter indexes tweets as soon as they are posted, it provides a true snapshot of what people on the web are talking about and sharing RIGHT NOW.

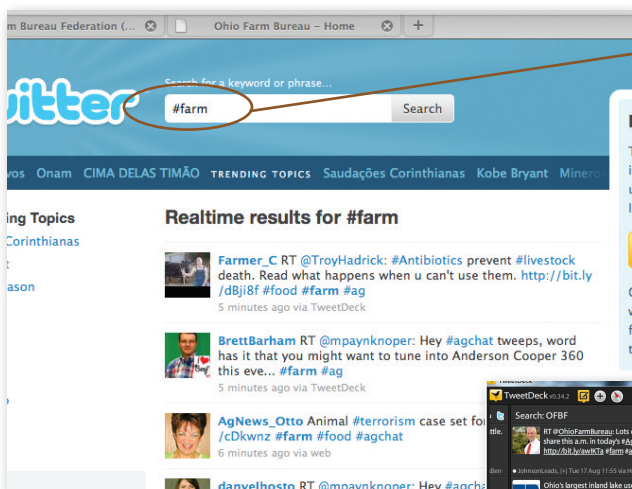
Whereas services such as Google use a mathematical algorithm that savvy web marketers can "game" to get themselves in the "Top 10" results to a search topic, Twitter provides access to the latest information about a topic that is actually being shared among people on the Web. It's this system of people-composed and people-driven results that is helping push Twitter further than many ever expect when gazing upon it and trying to figure it out for the first time.

Users don't have to have an account to search Twitter. Simply visit twitter.com and enter a search term. Oftentimes, hashtags will be created by Twitter users when real-time

events with mass appeal (think natural disasters and breaking stories) or niche appeal (think conferences, sporting events, etc.) are occurring. By searching these hashtags and watching tweets in real time, you are receiving the latest scoop on a topic or event as it happens.

By using tools such as TweetDeck, a user can have as many searches open as they want on all the topics and hashtags that they want. There is never an expectation to ever read EVERY tweet, but by searching for various topics, one can stay on top of the news and information they want and know what the latest happenings are in their interest. This is extremely valuable for businesses wanting to stay abreast of industry trends, finding new consumers or even monitoring their competitors and what is being said about their products and services. It's also valuable for the average person wanting to know the latest on their favorite sports team, actor or stay abreast of local news.

YOU DON'T HAVE TO HAVE AN ACCOUNT TO SEARCH TWITTER. JUST GO TO TWITTER.COM AND USE THIS SEARCH BOX TO FIND THE LATEST UPDATES ON A TOPIC.



BY USING TOOLS SUCH AS TWEETDECK, A USER CAN HAVE AS MANY SEARCHES OPEN AS THEY WANT ON ALL THE TOPICS AND HASHTAGS THAT THEY WANT.



TWEETDECK

Twitter followers and following TIPS

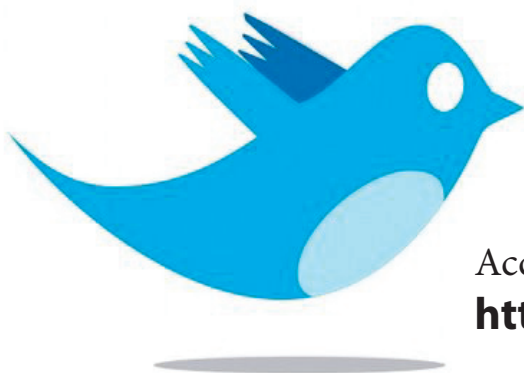


SOME EXTRA TIPS

- You can view a user's Twitter profile by clicking on their username or by hovering your mouse arrow over their username and clicking "more." This will bring up a bit about whom they are and a list of their latest tweets.
- A good rule of thumb is to be conversational and promote thoughts, ideas and information other than your own most of the time, while mixing in some of your own promotional tweets.
- Use Twitter in a way that suits you. There is no one right way to use it.
- Many new Twitter users are resistant to and feel awkward about the fact that any Twitter user can "follow" them. This is a normal reaction to those just learning to use Twitter. But it is exactly that aspect of Twitter which enriches its value. Take time to start reaching out and following some users you don't know, but who interest you. In turn, they will most likely follow you. The more people you follow that tweet about your interests, the more you will develop a sense of the community on Twitter. Value is often not found in Twitter until users break out of their comfort zone and find that Twitter works because they can establish valuable contacts with those they otherwise wouldn't know.
- By default, Twitter users may be followed by any other Twitter user. This may be changed by protecting your updates on the settings page. This requires you to grant permission to anybody who wishes to follow you. Normal Twitter culture dictates that you should leave your updates unprotected, thus welcoming more followers. Users who protect their updates often find it hard to create and find their place in the Twitter community because other users will not want to follow somebody who shuts out the community.
- Remember that Twitter is exactly what you make of it. Just because somebody is following you doesn't mean you have to follow them. You will only receive updates from the people you choose to follow, while your followers will receive your updates. If you are following somebody who doesn't provide value to you, you can either remove them from your following list by clicking on "Following" under their username, or you can choose to "block" them by clicking on the block link on their profile page.
- At anytime you are using Twitter, you may check out who is following you and who you are following. Click on followers to get a list of who is following you, starting from the most recent follower to your very first follower. From this list, you may click on their username to see their profile, and choose to unfollow or block a follower. By clicking any time on Following, you can see the profiles of those you are following and/or choose to remove them from your following list.

follow us on
twitter

twitter.com/OhioFarmBureau
twitter.com/OurOhio



Access easily clickable links to OFBF's social media accounts at
<http://www.tinyurl.com/OFBFSocialMedia>

Customizing YOUR TWITTER PAGE



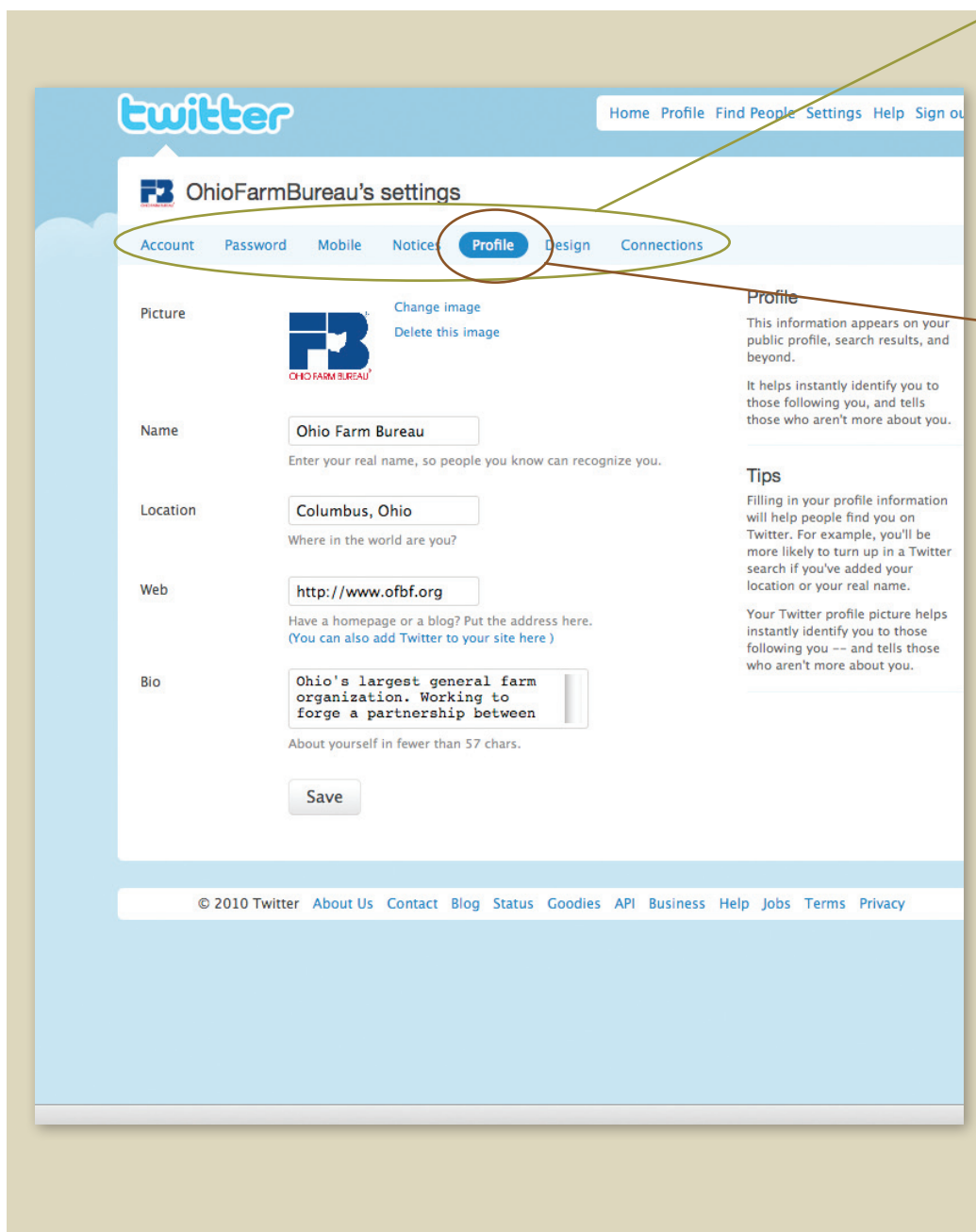
CUSTOMIZING YOUR TWITTER PROFILE

It is highly recommended you fill out your Twitter bio on your profile. Users are limited to a 160 character description about themselves, and a link to a website and a small profile photo. It doesn't seem like much, but more people will follow you if they can see who you are and find what you do to be interesting. It's common practice to be visible and open about who you are.

You can enter/change these settings at any time by clicking on the Settings while logged into Twitter.com.

You may also change your Twitter background, password, username and more in the Settings menu.

YOUR VARIOUS SETTINGS YOU CAN CHANGE



**CLICK ON "SETTINGS,"
THEN "PROFILE"
TO FILL OUT YOUR
TWITTER BIO**

USING TWITTER AS A BUSINESS?

Get some tips in
Twitter's business guide,
Twitter 101, at
www.business.twitter.com/twitter101

Facebook vs. Twitter

LINKING TWITTER AND FACEBOOK

twitter +

facebook

Users of both Twitter and Facebook have found it useful to link their updates so that a tweet can also be sent as a Facebook status. Many users link all their tweets to their Facebook profiles, but this method often carries the risk of annoying Facebook friends who don't use or understand Twitter.

A recommended approach is to install the Selective Tweets application in Facebook (Found at www.facebook.com/selectivetweets/). By doing this, you can update your Facebook status from your Twitter account by appending #fb to the end of the tweets you want to send to your Facebook profile. You may also use third-party applications such as Tweetdeck and HootSuite to update both.

You can also link your Facebook updates to Twitter by connecting to Facebook's Twitter application at www.facebook.com/twitter. Once connected to your account, you may choose to send all Facebook updates to your Twitter account or just specific type of updates.

Following is an excerpt about Facebook vs. Twitter, including some reasons why all your Twitter messages wouldn't work well in Facebook. (via <http://www.twitip.com/twitter-versus-facebook/>)

KEY ELEMENTS OF FACEBOOK AND TWITTER

Facebook appeals to people looking to reconnect with old friends and family members or find new friends online; the mashup of features like email, instant messaging, image and video sharing, etc. feels familiar, while Twitter is a bit harder to get your arms around at first.

Most people can very quickly grasp how to use Facebook to connect to friends and family, using it to share thoughts, images, etc. Twitter on the other hand, encourages you grab ideas in bite-size chunks and use your updates as jumping off points to other places or just let others know what you're up to at any given moment.

WHY PEOPLE LOVE FACEBOOK

Facebook appeals to social animals and can be very addicting to people who have an insatiable appetite to stay connected with friends and make new acquaintances. In fact, some people report they rarely use email or IM tools anymore in their online social communications, relying almost entirely on Facebook for email, chat, image and video sharing.

Facebook addicts prefer the social portal model versus having to log into AIM, Yahoo Messenger, Gmail, Hotmail, Flickr, YouTube, MySpace, etc. Instead, Facebook gives them a single alternative to all these applications, with one login and interface to manage their online social interaction needs. This largely explains the explosive growth Facebook continues to experience and why the company reportedly invested \$200 million in data center upgrades last year to keep up with demand!

WHY PEOPLE LOVE TWITTER

The usefulness of Twitter is not readily as obvious to some people as Facebook although it may be more addictive once you get the hang of Tweeting; you get more immediate responses and it seems to live somewhere between the worlds of email, instant messaging and blogging. Twitter encourages constant "linking out" to anywhere and, in that respect, is more analogous to a pure search engine; another way to find people and content all over the Net.

Twitter has quickly built brand awareness and a loyal following, especially among the technically adept; bloggers, online marketers, evangelists, basically anyone with something to promote seem to find Twitter extremely valuable.

When asked why they love Twitter, users say "I can ask a question and get an instantaneous response." They crave the ability to "tap into the collective consciousness" of others on the network, bouncing ideas off others with whom they would otherwise have no means of connecting. Twitter addicts claim it's like the old fashioned water cooler, where people can gather to shoot the breeze on whatever topic is on their minds. Twitter is like a communications stream you dive into for an invigorating swim.

DIFFERENT COMMUNICATION STYLES FOR DIFFERENT SOCIAL SETTINGS

Let's say you go to a wedding or other social gathering where lots of people know each other. The style and tone of communication there will be more like using Facebook; you chat with old friends and acquaintances, mixing and mingling in an intimate manner. In this setting, people tend to feel more relaxed and "in their element". Conversations are familiar and center on shared experiences and connections.

Now, when you go to a large party or social event where you don't know most of the people in attendance, you will use a very different style of communication, more like Twitter; you want to meet people and somehow make yourself known, stand out from the crowd, make an impression, self promote and make new connections. Twitter is like getting the podium and not everyone feels comfortable or knows how to stand comfortably in the spotlight.

In fact, almost all of us, when first approaching Twitter, tend to use it to post useless updates like "Going to lunch", thinking of it as a another tool to communicate with friends, when in fact, it is more like stepping on to a stage, where you are communicating with an audience and quickly find that you need to find a voice and say something useful and interesting or quickly lose the attention of your audience. People refer to Twitter as a mini or micro blogging platform.

APPENDIX A

BEST PRACTICES FOR SHARING YOUR STORY THROUGH SOCIAL MEDIA

Through the evolution of the Internet and social media, it's now easier than ever for everyday Web users to influence the opinions and decisions within their circle of friends and beyond. If you use Facebook and/or Twitter, or even if you just casually browse the Web, here are some tips to help share your agricultural story.

Share, Share, SHARE — Whether it's a status update on Facebook, a great tweet about something you find interesting, a fantastic video on YouTube, or passing along an e-mail that links to a good video, sharing is now what drives the Internet AND the impressions made upon people who use it! Have you seen an article, blog post, photo, video or any other item on the Web that is helpful or informative about a topic important to you? Perhaps a Facebook or Twitter friend has posted something that you could share with your friends too. If you found something interesting, a good bet is your friends will too.

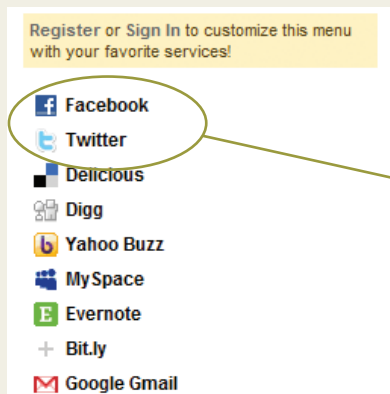
Use Share Buttons — Most websites today have icons or buttons you can click to easily share information on Facebook, Twitter or even e-mail a link to a friend. When viewing content on the Web that you have found valuable, clicking on the buttons, often labeled "Share on Facebook," or "Share on Twitter," or "Tweet This," or "E-mail a Friend," will direct you to your account, put in the link and leave room for you to share what you want to say about it. You can also do this with any informative video you find or view on the popular video sharing site, YouTube.com.

Update Your Status — This is the easiest way to reach your friends and followers. A status update on Facebook or a tweet will be seen and read by your friends and followers. Update your status whenever you are doing, reading or

thinking about something related to the image or brand you want to project. Also, by copying and pasting the Web address of an interesting article or post into your status update, you can share good links with all your friends.

- **To share your friends' links in Facebook:** Share a friend's post on Facebook by clicking on the small "Share" link that appears on the bottom right section of a friend's post. You can then add some commentary about why you are sharing the link and share it with Facebook friends.
- **Tag Pages/Friends in updates:** A great way to link people to content is by "tagging" a page or friend in Facebook. To do this, simply type the @ symbol then start typing the name of the Facebook page or friend you want to link to. For example, typing @Ohio Farm Bureau will give you the option to select the Ohio Farm Bureau Federation page. Once selected, it will turn the text in your status update blue and make it a link to the page you want to tag. You are required to be a friend or fan of the page to use tags in your status.

Don't Forget to Provide Value — Don't just share a link or message without telling your friends/followers WHY you are sharing it! This is the single most important aspect to sharing information. Provide value by telling WHY something is important enough to share! It's always worth paying attention to the details. You can also post facts about what you do in general, or show yourself being active on your farm or in your community. Sharing your expertise builds your trust and confidence in the eyes of others who friend and follow you.



CLICK ON SHARE BUTTONS LIKE THESE TO EASILY SHARE INFORMATION ON FACEBOOK OR TWITTER

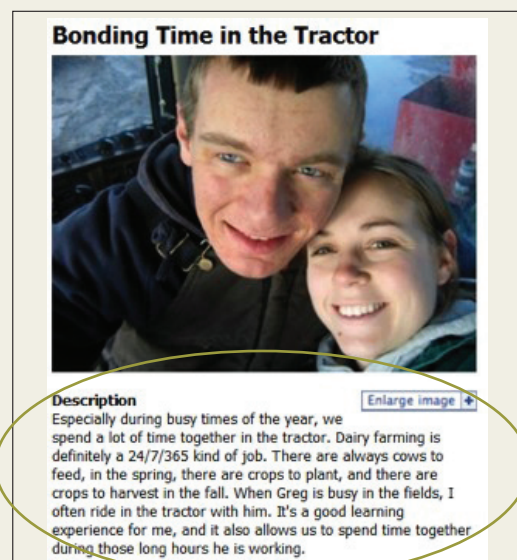


PROVIDING VALUE WITH A GOOD LINK ON FACEBOOK

APPENDIX A

BEST PRACTICES FOR SHARING YOUR STORY THROUGH SOCIAL MEDIA

Show Who You Are — Use social media to put a face on your family farm. Facebook is the largest photo-sharing site in the world. Take photos of your farm, your animals and your family working on the farm. Show and describe different practices used on your farm. Each photo has its own caption where you can explain what is in the photo and why you are showing it. (Provide Value!) Facebook and Twitter also provide options for uploading photos, even from a regular cell phone. See Appendix B at the end of this guide for links and details.



EACH PHOTO HAS ITS OWN CAPTION WHERE YOU CAN EXPLAIN WHAT IS IN THE PHOTO AND WHY YOU ARE SHOWING IT.

Become a fan and follower of individuals and organizations in agriculture

Become a fan of agriculture Facebook Pages and follow other ag twitter users. It will provide you with continuous updates and a great amount of information to share. By joining and becoming involved in ag-related groups on Facebook, you can also share links, comments and information with other users who aren't your Facebook friends, but who are all centered on a certain topic. You can also invite your friends to become fans of pages and join groups or causes. Find a list of resources in Appendix B at the end of this guide.

Not into Facebook and Twitter?

Comment on online stories, blogs and message boards

Many online stories and blog posts provide discussion areas, where readers can react and discuss a topic of interest. Many times, the debate in the comments section is more interesting and valuable than the story itself. This is where farmers and others in agriculture can participate and influence opinions of those with opposing or misguided views. If you are visiting a link to a good story or post, or you visit a message board where agriculture is the topic of discussion, be sure to scroll all the way to the bottom or check for a comment section where you can see what is being said and weigh in on behalf of agriculture.

Posting Advice (for use anytime you are posting any information online)

- Always keep your audience in mind. Use language anybody can understand. Avoid agricultural jargon and keep it simple.
- Do not damage your credibility by using vulgarity, name-calling, or personally attacking other posters with opposing views.
- Follow up your comment with a link to supportive websites.

Use Google Alerts to help locate new content

Google Alerts sends you an e-mail everyday giving you the latest posts about whatever topic you are interested in. Go to <http://www.google.com/alerts> and set up Google Alerts to search for regular posts, as well as blog posts. Once you find something new and interesting, be sure to share it with your social networks and comment if the opportunity is available.

Make it click!

When including links to Web addresses in posts, include <http://> before the Web address. This will ensure that the link is clickable. People are more likely to visit a clickable link than one they have to copy and paste into a Web browser.

APPENDIX B

RESOURCES & LINKS

A quick guide of links and Web resources mentioned throughout this guide:

Learn about RSS:

- <http://tinyurl.com/OFBsocialmedia>

Facebook Resources:

- Create an Official Business Page or a group: www.facebook.com/pages - Click "Create Page"
- Use Facebook from your phone: www.facebook.com/mobile
- www.facebook.com/OhioFarmBureau
- www.facebook.com/OurOhio
- www.facebook.com/TownHallOhio

Linking Twitter and Facebook:

- Selective Tweets Facebook Application: www.facebook.com/selectivetwitter/
- Link Facebook updates to Twitter: www.facebook.com/twitter

Stories and Resources of How Farmers are Using Social Media:

- Michele Payn-Knoper's Ag & Social Media Resources: <http://bit.ly/MPKresources>
- Maize Valley Winery and Farm Market: <http://www.maizevalleywinery.com/>
- Dial Dairy Facebook: <http://www.facebook.com/pages/Dial-Dairy-Farm/76599047524>
- AgChat.org: <http://agchat.org>
- Farmers Defend Way of Life with Facebook, Twitter: <http://bit.ly/FarmersDefend>
- Genuine Grassroots movement rattles Aussie Winemaker: <http://bit.ly/YellowFailBlog>

Third-Party Twitter Applications:

- TweetDeck (Desktop and iPhone): <http://www.tweetdeck.com>
- Seesmic (Desktop and Browser-based): <http://desktop.seesmic.com/>
- HootSuite (Browser-based): <http://www.HootSuite.com>
- Twitter for BlackBerry (mobile): <http://bit.ly/Twitter4BlackBerry>
- UberTwitter (BlackBerry): www.ubertwitter.com
- Tweetie (iPhone): <http://www.atebits.com/tweetie-iphone/> or download Tweetie from the iPhone App Store
- Browse 3,000 Twitter applications and tools: www.oneforty.com

Twitter Resources:

- Follow Farmer list of more than 700 Ag Twitter users: <http://bit.ly/FFarmer>
- Twitter Business Guide: www.business.twitter.com/twitter101
- www.twitter.com/OhioFarmBureau
- www.twitter.com/OurOhio
- www.twitter.com/BuckeyeFarmNews
- www.twitter.com/TownHallOhio
- Link shortening: <http://bit.ly>

YouTube Channels:

- www.youtube.com/OhioFarmBureau
- www.youtube.com/OurOhio

Download this social media guide at <http://tinyurl.com/OFBsocialmedia>

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Forging a partnership between farmers and consumers.

www.ofbf.org

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