

# Mobile tech in #Ontag

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## Social Media is constantly changing

When I wrote “The World Is Flat” [2004]...

**Facebook** didn't exist; **Twitter** was a sound;  
the **cloud** was in the sky; **4G** was a parking place...

And **Skype** for most people was a typo.

All of that changed in just the last six years.

- Thomas L. Friedman (2010)

# Main Social Media platforms in Ontario Agriculture



- Facebook
  - Share with family & friends
    - Collection – Web Scrapbooking



- Twitter
  - Share knowledge & news



- LinkedIn
  - Share resume & job opportunities



- YouTube
  - Share videos linked with all of the above

# How did I get started?

- Mobile technology
  - Social Media
- iPod Touch
  - Around the house
- iPad
  - Around the farm
- iPhone
  - Links with all of the above

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## Tweeting farmers bridge gap between farm, table

By Janet Davison, CBC News Posted: Oct 20, 2011 2:49 PM ET | Last Updated: Oct 20, 2011 2:38 PM ET 51



26

Like

76

Tweet

0

+1

to do the same thing. Since then I have found many websites that have it summed up on one page or in one picture. A great example of this is one developed by Ogilvy's 360 Degree Digital Influence group: <http://www.flickr.com/photos/27132029@N06/3022781883/>

**I have learned a lot from being on Twitter. The first is that we, as farmers, have to be involved with social media.** It doesn't really matter whether it is Facebook, YouTube, Twitter or whatever the platform of the day is. There is a conversation going on. We must be involved.

The second thing I've learned is no matter what you do, each message is more effective if you "market" that message to the right people. I do that by using hashtags or #.



# What is the Research Value?

## Knowledge Transfer

- Farmers are looking for information
- Farmers are tech Savvy
  - 44% use Social Media for research (2010)

## Knowledge Translation

- Research needs to know issues
- Research can talk directly to the Farmers

## Know who is Credible

- Trust & credibility then comes the followers

29% of CDN  
Farmers use  
smartphones

6% of CDN  
Farmers use  
tablets

Source: FCC Farm Credit  
Canada December 2011

# What do you post?



iPhone



iPad

- Lots of information – short, quick, to the point
- Links to website for more info is great!

# Thank you

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