Finding the True Value of Twitter
Presenter

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What is Twitter all about?

- Is it about what someone had for lunch?
- Is it what you are doing at the moment?
- Is it all just marketers and PR folk?
"There is no ‘right’ way to use Twitter. Use it in whatever way it brings value to you and your followers." - @OSUExtTech
“Find the value of Twitter for yourself before tweeting for your organization, institution, program, or business.” - @OSUEExtTech
Twitter 101

- Twitter is one of the most popular and used social media platforms
- Micro blogging
- 140 characters
Twitter Terms

- Follower
- Tweet
- @Mention
- RT = Retweet
- MT = Modified tweet
- DM = Direct Message
- # = Hashtag
Anatomy of a Tweet

- Avatar
- Name
- Twitter Name
- Date
- @Mention
- Retweet
- Hashtag
- Number of RTs
- Link
- Message

Example Tweet:

Victor Villegas @OSUExtTech · Aug 21
RT @FarmsNews: Drones on the Farm: What Are the Laws? farms.com/news/news/drone... #precisionag #agchat #uav
#Hashtags

- **#NetLit** – eXtension Network Literacy CoP
- **#CoopExt** – Cooperative Extension
- **#4H** – All about 4-H
- **#ext4U** – learn.eXtension.org
#Hashtags

- **#AgChat** – All about Agriculture
- **#ORag** – Oregon Agriculture
- **#GardenChat** – All about gardening
- **#Science / #Research** – Science
- **#eLearning / #eLearn** – Online Education
Who is on Twitter?

• Marketers / Brands / Celebrities
• Organizations / Non-profits / NGOs
• News Media / Journalists
• Techies / Educators / Scientists
• Government / Legislators
General Twitter Demographics

• Young, Educated, Tech Savvy

• 18% of US adults online*

• 22% Men, 15% Women*

• US, Japan, Indonesia, UK & Brazil account for 50% of active users*

*Pew Research Center data
Twitter Uses

• Marketing
• Breaking News
• Follow Trends
• Emergency Alerts
• Customer Service
• Promote an event
• Information Curation
• Market Research
More Twitter Uses

- Find & Share Information, Tips
- Personal Learning Network (PLN)
- Follow & connect with people in your field or industry
- Conference Networking
- Twitter Chat
- Engage Niche Audiences
- Express yourself
4-H leaders mix learning with fun - Young 4-H leaders from eight eastern Oregon counties descended on Wallowa Cou... bit.ly/wtVqKT

2:23 PM - 15 Mar 12 via Tweetchopper - Embed this Tweet

Reply Retweet Favorite

4-H leaders mix learning with fun

Written by Observer staff reports March 15, 2012 00:16 pm

Young 4-H leaders from eight eastern Oregon counties descended on Wallowa County last Friday for a few days of fun and learning.

Seventy-five kids, 8th through 12th grade, were treated to an Olympic themed weekend that started with a pig-out party and dance at the Enterprise High School.

Organizer Jill Arbogast said the school was very generous in offering its facilities.

Saturday, the 4-Hers got to work early with leadership and personality workshops, mock job interviews and a presentation on what to expect of the future.

After some cerebral work, Olympic events got the kids off their seats. Anna Rhinehart said the teams competed in a relay race, javelin throw, and a bubble blowing contest.

Saturday afternoon, more than 25 students and chaperones got sun tans at Ferguson Ridge Ski Area. Several of the visitors had never skied and, after some instruction, were let loose on the rope tow hill. Kids more skilled at skiing and riding snowboards dominated Ferguson’s slopes on a freak 60 degree day.

The rest of the crew toured historic Enterprise and saw “Dolphin Tales” at the OK Theatre, said Arbogast.

Regional 4-H leadership weekends are held each March.

Wallowa County and its partners take turns hosting the late-winter event that precedes the long list of spring and summer 4-H competitions to come.
News-Jacking

To Bee Or Not To Bee? That Is Ashland’s Question

Honey bees could "bee" a welcome sight in Ashland, Ore. — To bee or not to bee?

ASHLAND, Ore. — To bee or not to bee?

Honey bee advocates in Ashland, Ore., the home of the Oregon Shakespeare Festival, want the City Council to consider whether it's better to risk the stings of backyard honey bees by allowing more hives in the city limits.

The Daily Tidings reports the council is set in April to take up whether to loosen restrictions on backyard chickens, and that has prompted some people to suggest the same sort of welcome should be afforded honey bees.

Current city rules require bee hives be at least 150 feet away from a street, sidewalk or neighboring residence.

Sarah Red-Laind, executive director of the beekeeping education service Bee Girl, suggests the city drop the buffer requirement and leave it to bee experts to educate the public.

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bees Ashland beekeeping
Listening Example

Knowledge is power

I finally signed up for the class on [farm] Living on a Few Acres offered by the local Cooperative Extension office. This is a good thing, but I'm trying not to hyperventilate over it. You see, even since I dropped out of grad school (I can't believe it's been almost 20 years now), I have been absolutely phobic about taking any kind of classes. I tried taking a pottery class a few years ago, but ended up so anxious and nauseous I bailed after the second class. There's no sense to it. I know that, but every time I saw the registration seminar pop up in my calendar, I'd get queasy and put it off for another two weeks. I want this class. I was so excited when I first found it, but when the time came, I had to fight with all those ugly inner demons.

Today when it came up, I didn't even think about it. I just did it. Better buyer's remorse than passive regret.

About this class. It's all the basics of running a small holding, starting with soil and pest management, covering vegetable and fruit production, dairy farming, beef, swine and sheep, and most importantly agricultural marketing. It's only two hours a week, one subject a week, so hardy enough, let alone master it, but it's a good start. The last day of class is also the last day to register for the sheep shearing class, which, again, I really don't see how I'll feel all the end of this whether I sign up or not.

Blog by Jenna Wogman, which I highly recommend to everyone, even if you aren't interested in homesteading. She has a powerful philosophy: “It doesn't matter what you can do, what's important is doing what you can.” I've spent a lot of time imagining my farm but not actually doing anything. And if someone handed it to me tomorrow, what the hell would I do with it? So, I had to look at this time not as being denied anything, but the opportunity to start learning what I would need to know. You learn better hands-on, and I can put my hands on without knowing some of the things in knitting or writing, you have to know the rules before you know how to break them. So that's what I'm doing. I'm taking some classes. I'm going to get the basement cleaned out to have room for my canning equipment and product as well as possibly set up a small gift shop there.

I'm going to have to have some money for the down payment on the farm. I'm in love with it, I promise to build you a tiny house on your own on the property...

I like to find out all about the class via posts :-)}} I have been thinking the last few years about raising chickens for eggs and have thought about doing that. I do not think I want a whole farm, but I like my vegetable and herb gardens and think the chickens might be the next step. This depends on actually living back in my house and not on temporary assignments (long story) but in these times we have to be grateful for the jobs we...
How Will You Use Twitter?

It’s up to you!
Thank you!

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