Communicating through Social Media
When I say I'm from a small town

Pop: 62,447

What they think

Pop: 2,000 or less

What I really mean
Communicating through Social Media

• We want the public to know about our research and social media is a critical component.
  
  • Provide timely messages
  • Disseminate important research results
  • Stay in touch with Montanans & the agriculture community
Tips

• Focus on the Central Agricultural Research Center’s message
• Build useful content for followers
  • Use the #MontanaState hashtag
• Make it easy to share posts
• Visual world
  • Good photos
  • Videos
Montana Agricultural Experiment Station (MAES)

Back ing industry with research

MAES – Serving the state of Montana’s agricultural and natural resource industries by providing meaningful and applied agriculture research since 1893.

What we do
Through a network of seven Research Centers plus facilities and scientists at the MSU central campus in Bozeman, we conduct basic and applied research problems that address Montana’s agricultural and natural resource economies. MAES research spans the depth and breadth of animal health, animal science, Crop Science, Agricultural Engineering, Forest Science, Water Resources, and Environmental Sciences.

How we do it
MAES research accomplishments and results embody modern-day achievements spanning 124 years of honoring the legacy and commitment within the Land-grant tradition. It also allows us to explore unique solutions to distinct and interesting questions and to connect Montanans with the global community of agricultural science and technology.
Central Agricultural Research Center

A long-term tillage and crop rotation study at CARC.

http://agresearch.montana.edu/carc/
Montana Elevator Cash Grain Prices

Closing elevator cash bids for Tuesday, December 5, 2017. Wheat prices (HRW, DNS and Durum) are in dollars per bushel, barley prices dollars per cwt.
**Prices not necessarily representative of all terminals within Montana**

Compared to Monday: 
Winter Wheat 2 to 3 lower.
Spring Wheat 3 lower.
Durum Wheat unchanged.
Malt Barley unchanged.
Feed Barley unchanged.

<table>
<thead>
<tr>
<th></th>
<th>US 1 Hard Red Winter Wheat</th>
<th>US 1 Dark Northern Spring Wheat</th>
<th>US 1 Durum Wheat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ordinary  11 pct  12 pct</td>
<td>13 pct  14 pct  15 pct</td>
<td>13 pct</td>
</tr>
<tr>
<td>Billings Area</td>
<td>3.37-3.64 3.97-4.14 4.47-4.62</td>
<td>4.87-5.02</td>
<td></td>
</tr>
<tr>
<td>Golden Triangle</td>
<td>3.65-4.01 4.15-4.51 4.55-4.96</td>
<td>4.85-5.36</td>
<td></td>
</tr>
<tr>
<td>Great Falls Area</td>
<td>3.83-4.12 4.33-4.52 4.78-4.95</td>
<td>5.18-5.35</td>
<td></td>
</tr>
<tr>
<td>Northcentral Mt</td>
<td>3.61-3.69 4.11-4.19 4.56-4.64</td>
<td>4.96-5.04</td>
<td></td>
</tr>
<tr>
<td>Northeast Mt</td>
<td>3.16-3.71 3.76-4.11 4.26-4.56</td>
<td>4.66-4.96</td>
<td></td>
</tr>
<tr>
<td>Southeast Mt</td>
<td>3.22-3.36 3.32-3.96 3.42-4.46</td>
<td>3.52-4.86</td>
<td></td>
</tr>
</tbody>
</table>

US 1 Malt Barley
13 pct

US 2 Feed Barley
13 pct
Twitter \ I'm drinking a #coffee

Facebook \ I like coffee

LinkedIn \ My skills include drinking lots of coffee

Pinterest \ Here's how to make the perfect coffee

Instagram \ Here's a vintage photo of my coffee

Google+ \ I'm a Google employee who drinks coffee

YouTube \ Watch me drink my coffee
The USDA released estimates for 2018 planted acres today. Both wheat and soybean acres both at 91 million. Wheat acres at 45 million.

Title: U.S. Planted Acres
- Last 40 Years
- Next 10

Wheat Grower Organizations Alarmed About Possible NAFTA Withdrawal

US Wheat Associates
National Association of Wheat Growers

Dr. Carl Griffey presenting on the future of wheat at #ASTACSS Seed Expo
Twitter For Scientists? Really?

• The power of Twitter
  • Scientific inspiration,
  • Scientific papers as soon as or before they’re released
  • Networking

• Trending
  • widely mentioned or discussed on the Internet, especially on social media websites: trending topics on Twitter.
  • A trend on Twitter refers to a hashtag-driven topic that is immediately popular at a particular time.
You Retweeted

Charles Boyer @MSUagVP · Oct 12

To the hardworking farmers across MT and in the U.S. happy NationalFarmersDay. Your work equates to a $992B U.S. GDP & more than 21M jobs.
Who needs Facebook? We do.

• We simply must have an online presence.
  • Facebook is the most prevalent social media tool in higher education & the most popular social media used by U.S. Farmers*.
  • It is also the most popular social media platform worldwide.

500 million in 2010 → 1.5 billion in 2015

*According to Farm Futures survey of 1,550 farmers conducted in 2016.
I think it was a mistake to go wireless.
This is where you & your phones come in.
Are you on Facebook? Stay updated and Follow us.
Are you on Twitter? Stay updated and Follow us.
Questions
Thank you to Our Sponsors