

SOCIAL MEDIA... THE NEXT GENERATION



BY: ANGIE LINDLOFF, ELECTRONIC MEDIA COORDINATOR

Have you “tweeted” today? How about talked to someone halfway across the world via My Space? Or updated your profile on Facebook? How about watched your favorite TV show on YouTube?

Social Media. It’s the next generation of communication that is becoming more popular everyday. Harris Interactive Poll took a survey in May of 2009 and found that 49% of Americans have a MySpace or Facebook Account and that percentage continues to grow daily.

Social Media is about building relationships, communicating with one or even thousands of people from all over the world, as well as

getting news fast. No longer do you have to wait for the 6 o’clock news. With Twitter and Facebook...the news comes to you as soon as it happens.

So what are Twitter and Facebook? Twitter has been around since 2006 and is a free networking service that enables users to send and read other user’s updates known as ‘tweets’. Tweets can be up to 140 characters long and by default anyone has access to the posted information.

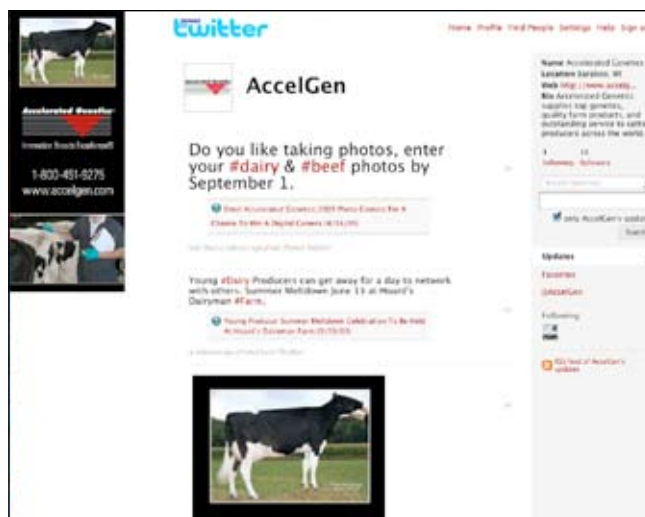
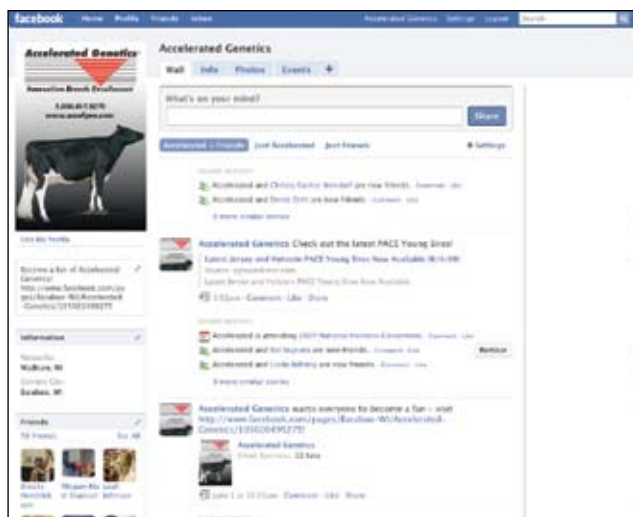
While Twitter and Facebook generally provide the same free networking service, Facebook, which was first developed in 2004, allows users to create a profile and

grant access to only those trusted which are then labeled as ‘friends’. User profiles contain personal information and also allow users to organize networks, groups or fan pages about specific topics.

Accelerated Genetics is taking part in this social media trend and is now on Facebook and Twitter! Look for Accelerated Genetics on both and join in to get that latest news faster!

Visit us on Facebook (Accelerated Genetics) and Twitter (@AccelGen) today!

If you are on these social media sights already, go to facebook.com or twitter.com and sign up free today!



in a matter of seconds: Blogger (www.blogger.com); WordPress (www.wordpress.com); LiveJournal (www.livejournal.com); and Xanga (www.xanga.com).

3) TWITTER: Share updates through mini blog posts known as “tweets”. Twitter is one of the simplest social networking services ever devised, and yet it’s also one of the hardest to understand. The www.twitter.com web site describes the application this way: “Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick frequent answers to one simple question: What are you doing?”

It’s simple. You find people and “follow” them. They might follow you back. Each

twitter message, known as a “tweet,” is very short – no more than 140 characters – so those using twitter can easily send updates from their cell phones.

How do I get started? To start “twittering,” just go to www.twitter.com and follow the instructions. Think about using a clever and descriptive user name (e.g. MilkMaid18, Dairyman62, FinchDairy, etc.).

4) YOUTUBE: Post and share positive dairy videos. With thirteen hours of video uploaded to every minute of every day, www.youtube.com is the most popular video-sharing site in the world. You can watch, share and rate videos posted by others – or post your own. **How can I use YouTube to advocate for dairy?** The best way is to help drive

visitors to the Dairy Farming Today YouTube channel. Subscribe to the Dairy Farming Today YouTube channel. As new videos are added to the channel, embed them on your Facebook or other social networking pages. To do so, simply click on the “Share” button beneath the video and then click on the name of your social network.

Comment on videos posted to the Dairy Farming Today YouTube. When new videos are posted, add a comment. This will help draw more attention to the channel and the positive dairy content it features. Share the Dairy Farming Today YouTube channel with others. Look for the “Connect with Dairy Farming Today” box on the left-hand column of the channel home page. Click on “Share Channel” and follow the directions.