

About-Facebook

Lee Sargent, Principal Social Media Officer, DEEDI

The past ten years has seen the meteoric rise in the social web with social networking services such as Friendster and MySpace developing massive communities. These then gave way to a second wave of emerging services such as Twitter and Facebook with even larger user bases.

Facebook is the largest social network and is reported to have over 500 million users worldwide. Those users share over 30 billion pieces of information such as images, links and video every month.

With these sites growing at such a rate it's sometimes easy to forget that humanity in general have been social networking for centuries and you yourself have been doing so since birth.

When cave men would gather round a fire and talk about their exploits or draw pictures on the cave walls this was social networking. Then through the ages marketplaces became hubs for people far and wide to visit and share news. All the way down to your own family get togethers, this is all social networking in action. Web 2.0 technologies have just given us the ability to social network to a much wider network not bound by geography.

Obviously the tools are a little more complicated than simply setting up a fire or throwing a BBQ, but the principles of using a service like Facebook effectively are surprisingly similar.

Facebook is a great way for someone to stay in touch with their friends and family all around the world in real time. The social aspects of the site are very much the same as how you would interact at any social gathering in real life. You meet people, you listen to them to discover if you share common interests. If you do you might exchange things that you think are worth looking at and they may in turn introduce you to their wider network of friends who also share your interests.



The challenge that many professionals are now finding is how do you use a network like Facebook for more than personal social interactions. Maybe the first question is, why you would want to?

One of the most important things to remember especially from a business or government point of view is that despite your absence in these online environments people will still be talking about you and your interests. The conversations will still take place but without you and not always accurately.

Facebook is primarily a social site designed for individuals to connect and interact. Fortunately they have identified the desire by business, government and brands to be part of the conversation.

If you are already personally on Facebook then you are familiar with your Facebook profile. For those who have never been on Facebook it is everything about you that you choose to share. Your name, location, photo and your interests are all located within this profile which represents you.

This is probably a good juncture to mention privacy, a topic that Facebook often shows up in the media for all the wrong reasons. Despite some missteps in the past, Facebook gives you a number of privacy options. The most important thing



*You control the information
that you choose to enter
into the system.*

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About-Facebook (continued)

Social Media can be a bit like a bunch of people with megaphones blurting out their messages one-way. People will cover their ears (unsubscribe) and tune that out. Use Social Media to 'listen' to and learn more about your audience.

**Brian J Carroll,
CEO of InTouch**

to remember is that you control the information that you choose to enter into the system.

It's important for you to be aware of the information that you share and take responsibility for it. Think about who you want to share it with and what they can do with this information. Do you really need to tell everyone you are having a party or is it a good idea to broadcast that you're going on holiday so they can work out your house will be empty for a month. Be aware you can share too much!

If you are concerned then visit the website of the Office of the Australian Information Commissioner which has fact sheets on protecting your privacy online. Also, read the Facebook privacy information.

So everyone on Facebook has a "profile page" and you're only allowed to have one per person and they have to be attached to a real person using their real name. If you are the official representative of an organization though, Facebook does give you the ability to set up a page (formally known as "fan pages") to represent your organisation on the network. This page works a little differently to your own profile but gives your organisation the opportunity to engage and interact with the community.

However, before embarking on a sign-up to Facebook it is vital that you examine what

your goals are for using a Facebook page and how you are going to consider it successful or not. If you have access to a communications or marketing team it would be a good idea to get their input early on and align to whatever business objectives you may have.

Ask yourself and your organisation questions like, are you trying to build a community on Facebook? Or, why do you want this community? Don't try and force yourselves to use Facebook if it's not appropriate for you. Sometimes it's just not the right communications tool and it doesn't make sense to waste your resources when they may be better used elsewhere, maybe even on a different social media platform.

Because Facebook and services like it are evolving quickly it's difficult to be specific about many of the features and benefits. The most effective method you can use to learn about Facebook is to go on Facebook and listen, see how others are using it, get a feel for the room and how the people you want interacting with your organisation (or even yourself) actually do connect and socialize.

Always be cautious but not too cautious, and consider everything you're doing on Facebook because it can be a very public arena. For that reason it should be treated with the same consideration that you would with any public correspondence.

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FROM THE EDITORS



This edition of ExtensionNet is devoted to the phenomena of social media.

In 1994 – yes, 17 years ago – Bill Gates in an interview with Playboy predicted the rise of social media. He said then:

"The way we find information and make decisions will be changed. Think about how you find people with common interests, how you pick a doctor, how you decide what book to read. Right now it's hard to reach out to a broad range of people. You are tied into the physical community near you. But in the new environment, because of how information is stored and accessed, that community will expand. This tool will be empowering, the infrastructure will be built quickly and the impact will be broad."

In an age where people feel increasingly isolated, social media has managed to connect people with old friends, strangers and interest groups and this has happened in a way no other technology has been able to do.

Personally, using social media to network means work in regional communities no longer leads to isolation from likeminded others or from those who provide us with new and exciting ideas. Provided we invest in judicious connections, we can reap the rewards.

Functionally, using social media to connect with our clientele means we have more choices about how to do our extension jobs. Again, provided we invest in first deciding what we want to achieve, our clients too can reap the rewards of our connections with them.

The march of social media is now unstoppable and extension professionals need to keep abreast of this new technology as they provide opportunities for communities to share information as well as keeping a log for future use and review of documents.

If there is a constant in the material from our authors in this edition, it is that you chose your 'message' first and then decide the medium to match.

We hope you get new understanding and enjoy finding out more about LinkedIn, Facebook, Twitter, YouTube and Wikis.

Gerry and Kate

PS You'll remember we thought this edition would be the first about which we could interact on the new APEN Website. That hasn't been possible however it is happening soon!

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How to use Twitter for business

Rich Brooks

When I first heard about Twitter - a tool for instantly broadcasting the minutiae of your day and following the trifles of others—I couldn't imagine a bigger waste of time. Why would anyone care about what I had for lunch, or whether someone was headed off to the gym? Why would any business person add more noise to the signal to noise ratio? Or—thought I—maybe Twitter is the inevitable conclusion for a culture fascinated by fame, fed by sound bites, and forced to short attention by an overwhelming amount of data.

Well, as is often the case, Twitter is not the end of civilization as we know it; it may in fact be a glimpse into the future of communication. **Because, at its heart, Twitter is just a communication tool.** Like the Web, and the phone and the telegram before it, it's just a tool to let one person connect with another.

How Does Twitter Work?

Twitter users--often called Tweeples (or worse)--have 140 characters to answer the question, "What are you doing?" If you join Twitter you can "follow" other tweeples, which causes their updates to appear on your home page. In turn, they can follow you, a form of permission-based marketing. You can also direct message them, but always in 140 characters or less.

Twitter communications can be viewed and updated on the Web, through desktop apps, and on mobile devices. Although I use all three methods, I prefer twirl, a desktop app that has some nice added features and updates my incoming tweets in the background while I work.

A quick peek at some recent posts--called "tweets"--include what people are having for breakfast, vague unease about a job interview and a complaint that raw vegetables make one's mouth "itchy." (Plus a bunch of non-English tweets that may range from the ridiculous to the sublime and back again.)

How Does Twitter Help You Work?

Within this participating audience of exhibitionists are a growing number of people who are using Twitter for business. And I'm not just talking about aggressive Web marketers who tweet every blog post they make and create links to all their online activities. (You can create clickable links in tweets, but they have no direct

search engine benefits.) Rather, there are professionals who are using Twitter as a communications tool. (Imagine that!) Here's how you might use Twitter for business:

- Follow industry leaders who post links to important resources and influence conversations
- Post questions for quick answers and answer others' questions to establish your credibility and expertise
- Create links to your Web site or blog (don't over do it!)
- Keep up on the buzz in your industry
- Network with like-minded people.

How to Find (The Right) People on Twitter

The Twitter search box will search matches in others' profiles, but not in individual tweets. Here are a couple of 3rd party tools that allow for more advanced searches:

- Who should I follow? - Finds and suggests like-minded people based on your tweets.
- Summize - Allows you to search tweets for keywords and offers lots of customization tools.

How to Get People to Follow You

The more people who follow you on Twitter, the more influence and networking opportunities you have. Thus, it makes sense to try and build a following. Here are some ideas on getting others to follow you:

- Follow them. There's an almost kneejerk reaction to follow people who follow you. However, there's a backlash against people who follow just about everyone for the sole purpose of gaining followers. In short, be discriminating with whom you follow.
- Post some good tweets right before following someone else. I find that if someone follows me and they only tweet about how hungry or tired they are, I don't follow them back. The same goes for people who haven't tweeted in a while.
- Complete your bio. People rarely follow strangers, so complete your one-line bio and include a URL in the More Info URL section of your profile. I can't tell you the

number of times I've not bothered to follow someone because I didn't know a thing about them.

- Add your Twitter feed to your blog or to other social media profiles. If you have a following at your blog or a lot of connections at Facebook or LinkedIn, you can leverage this audience to increase your followers at Twitter.
- Reply to people you are following, especially if they're not yet following you. That's a good way to engage someone and get them to follow you, even if they didn't follow you immediately. Remember, though, some people have thousands of followers, and may not be able to respond to every reply.

Ideas on Getting the Most Out of Twitter

While the guidelines of Twitter etiquette are still evolving, guidelines from other social media sites include:

- Treat others with respect
- Participate in the community
- Do more than promote your own agenda.

Professionals and consultants have had the most impact at Twitter; most businesses are still trying to figure out how to use Twitter as a communications tool. If you're not a one-person shop, here are a few ideas to help get your creative juices flowing:

- A restaurant tweets their daily specials
- A ticket agency tweets about-to-expire tickets
- A realtor tweets new homes on the market
- A chamber of commerce tweets local events and promotions.

For more ideas, or just to engage me in conversation you can follow me on Twitter at @therichbrooks. I promise not to tell you what I had for lunch. Unless it's really good.

Rich Brooks is president of flyte new media, a web design and internet marketing company. He has a web marketing blog that focuses on search engine optimization, email marketing, blogging, and social media strategies.

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YouTube in the Extension Toolbox

Greg Mills, Livestock Officer – Intensive Livestock Industry Development, Industry & Investment NSW



The American pork industry ran a competition for pork producers to put positive videos on YouTube.

After Google and Facebook, YouTube is now the third most popular website on the internet. 2 billion videos are watched every day and up to 24 hours of new content is uploaded to YouTube every minute. In May 2010 the Pew Internet & Life Project found the 66% of internet users watch videos on a video sharing site such as YouTube or Google Video. This is up from 30% in 2006-7.

YouTube can be a handy addition to the toolbox of the extension professional as internet connection speeds increase, mobile internet devices become more common and internet familiarity of our client base increases. This article shares experiences in using YouTube in delivering extension material.

A major benefit of YouTube is that it is free to upload material and free for clients to access this information. YouTube also gives you access to a very large audience of people searching for information who may not access your information from other extension mediums and activities.

The biggest potential drawback of YouTube is content placement control. As YouTube provides other suggested videos when your video is being played, and you have limited control of this, your video may be surrounded by other videos which distract from the message you are trying to deliver. This can be seen in the below example of a video which discusses the welfare standards in modern egg production. The video has attracted some less than flattering comments and a number of the videos suggested to the right of the video are from animal activist groups.

For some organisations this has been a deal breaker and is worth serious consideration before launching into YouTube. This may

While content placement control may be an issue for some organisations, for others this may represent an opportunity. It may be beneficial for some organisations to have content in this environment, so that when someone searches on any issue there is more positive and balanced information available to the YouTube viewer. An example of this is that the American pork industry ran a competition for pork producers to put positive videos on YouTube about their industry. This rapidly increased the pro-industry content on YouTube to balance the negative content about their industry.

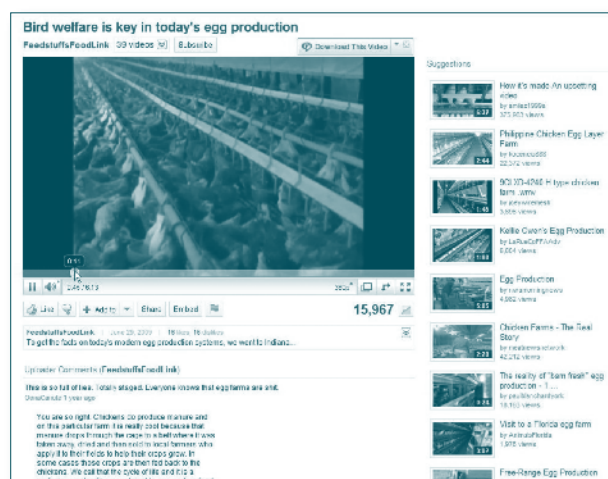
Another issue to consider is how you will use YouTube. Is it simply a content delivery vehicle or are you trying to establish a dialogue with your audience? When you upload a video you can decide if you want people to leave text or video comments, or rate your video. While allowing people to comment on your video may help create interest and a dialogue about a topic, you also need to be prepared to invest the time to moderate the comments or deal with the comments that distract from the message you are trying to deliver.

To date we have chosen not to activate the comments and rating option of our videos and use YouTube to deliver content and increase the audience size that has exposure to our material. This is in part driven by the policy framework of a government department and the technical nature of our material. Other users may find great value in using the comment features of YouTube to increase their audience interaction with extension topics.

YouTube videos are limited to 15 minutes. Therefore longer videos must be uploaded in sections.

YouTube through its *Insight* feature provides an excellent opportunity to examine who and how your videos are being watched. The statistics available includes information on who is viewing your video such as their country, age and gender. As shown in figure 1 the Insight feature also provides information on daily hits and what leads people to a video. This includes details on search words in YouTube and Google, what other videos people were watching when they selected your video and if people followed a link from an external website.

In 2009 Industry & Investment NSW (I&I) assisted the Grassland Society to host its



also influence which topics and content from within your extension agenda fit with YouTube. A feature called Channels may offer a partial solution to this problem for some organisations. Like many of the features of YouTube there is a help section with more information on this topic.

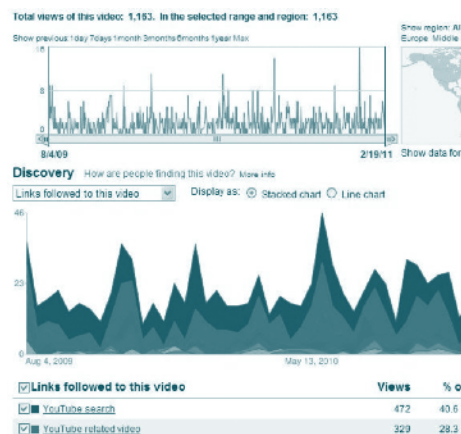
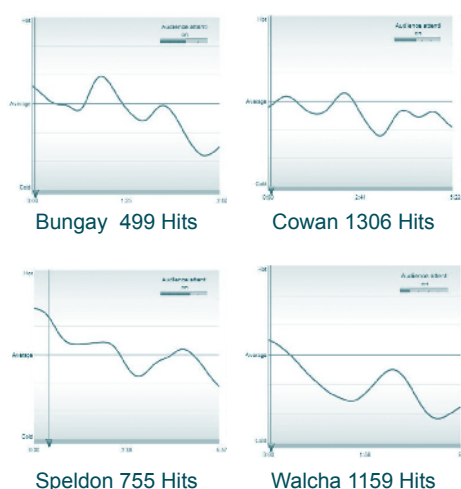


Figure 1

annual conference in Taree. Because it is a dairying district I&I assisted four producers to present case studies of their farming operations by producing short 3-5 minute videos as part of the producer's presentations. Following the conference these videos were uploaded to YouTube resulting in a total of 3,719 hits for the four videos. Given the work had already been done for the conference; YouTube has been an excellent vehicle to increase the impact of these case studies.

Insight also has a *Hot Spots* feature which shows ups-and-downs of viewership at each moment in a video, compared to videos of similar length. The higher the graph, the hotter the video, with fewer viewers leaving the video and some viewers rewinding to watch a point in the video again. Audience attention is also shown as an overall measure of a video's ability to retain its audience.

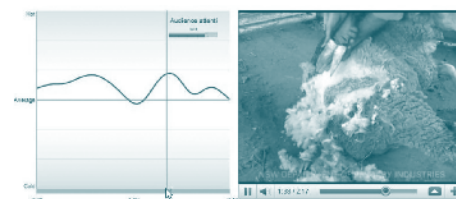
The *Hot Spots* can be used to gauge what topics maintain the interest of viewers. The charts below show the four dairy case studies. While the Walcha Dairy has a large number of hits, the viewers are only watching only part of the video.



The *Hot Spot* also gives a guide to what topics engage the audience. The late peak in the

Speldon video corresponds to audio on training on farm planning and footage of silage feeding equipment that is unique to this farm. The late peak in the Walcha Dairy video matches to audio and footage on rotary dairy and milking statistics.

Insight data and usage statistics from our own website gives a good picture of how information is accessed and the value of using YouTube. In September 2009 I&I placed a flystrike treatment video on YouTube. The video had been original created by Garry Levot and Tom Braz on VHS as part of a flystrike kit for producers. This video provides an opportunity to contrast the different forms in which I&I delivers web based information on flystrike treatment.



Producers can get flystrike information from our web page (443 hits), view a PDF (421 hits), view video from I&I website (117 hits) or view the video on YouTube (3,537 hits). From the data it can be seen that 78% of the hits generated to our flystrike material is via the YouTube Video and *Hot Spot* tells us that we get good audience retention to the end of the video. *Insight* also shows that only 1.07% of the 3,537 YouTube hits have been generated from our own website. Therefore YouTube has provided a significant opportunity for us to get our extension material to more people looking for information on the treatment of flystrike.

Insight is also showing a significant trend in increasing access of this video from mobile devices. Currently 8.5% of hits to the flystrike video are from mobile devices, going as high as 21.4% in January 2011 from users in the United States. While the first hits on mobile devices in Australia only occurred in November 2010, and is currently at very low levels, it is anticipated that mobile access will follow the American trend.

While YouTube will never replace other extension activities it provides an excellent cost effective opportunity to increase contact opportunities with an audience. Uploading videos and tracking their activity on YouTube is an easy skill to master, making YouTube a tool that extension professionals can easily add to their toolkit of extension methodologies.

Links

<http://www.youtube.com/user/nswdpiweb?feature=mhum>



YouTube videos are limited to 15 minutes in most cases. This means that longer videos must be uploaded in sections. As it is difficult to keep a viewers attention for more than a few minutes the 15 minute limit may not be an issue in many cases.

There are systems such as vimeo.com and screencast.com which may be better suited to delivering longer content, but you need to have strategies to drive traffic to these sites. These sites have been of use in delivering longer material where we have other mechanisms, such as an industry newsletter, which we can use to promote the website link.

These sites have much more control on layout and content placement than YouTube, but do not have the large audience of YouTube to drive traffic to your extension message. So as with many things it is about picking the system, that on balance, best fits the change you are endeavouring to encourage.

We're still in the process of picking ourselves up off the floor after witnessing firsthand the fact that a 16-year-old YouTuber can deliver us 3 times the traffic in a couple of days that some excellent traditional media coverage has over 5 months.

Michael Fox,
Co-Founder of
Shoes of Prey



Social Media – a commentary

Paul Higgins

Social media is the subject of a lot of hype right now. In order to think about how social media might be used in regional communities we need to step back, and take a broader strategic view by asking what is social media, and what can it realistically do?

Many people I talk to about social media tend to be too technologically focused. What I mean by this is they become too excited by the next shiny toy or technical advancement when all these technologies are just really enablers of what people want to do. I often quote the lyrics from 21st Century Digital Boy to them:

“I’m a 21st century digital boy”

**“I don’t know how to live but
I’ve got a lot of toys”**

In order to make those toys really work for us we need to define and understand social media. There are many definitions but it is best described by examining media generally. Television is broadcast media. TV historically allowed communication between a single entity and millions but not the other way. Historically TV was also time bound – you watched it when it was broadcast, although new technologies have changed that. A telephone allows two way communication, and in a phone conference it allows a conversation between more than two people to occur to a limited degree but is still time bound.

Social media is different in several ways:

- It is not time bound. You can join a group using a social network and can come in and out of the conversation as you wish. You can follow people on Twitter and look once a week or 10 times a day.
- It allows you to contribute so the communication becomes many to many and value is derived from the whole. I follow Fred Wilson (www.avc.com) who is a venture capitalist in New York. He has almost 140,000 followers on Twitter and is insightful on a range of issues including web based companies. However he freely admits much of the value that is created is in the comments

back to his posts, and comments on those comments by others. His creation of the community that follows him has allowed far more creation of knowledge and insight than he could ever have produced.

- As the network grows it rewards quality and trust. As the amount of possible information you can access grows you need some way to prioritise and trust is the best method. You are much more likely to look at something someone you trust recommends. This provides the key to influencing a social network.
- It enables action. This has happened in a huge way in Egypt during the recent revolution, but was also used extensively in the floods in Queensland and Victoria to disseminate information between ordinary people in communities, and between emergency services and those communities.
- It allows chance encounters with information and people you would not otherwise come into contact with which is critical to my main answer to the question: what do we want social media to do?

If you are thinking about using social media then you should first decide what it is you want to do without thinking about social media. The technologies are just enablers. Then use the points above as a checklist, understand how the tools work in those types of activities and go for it. People are still figuring out how that works, so experimenting and observing others is the best approach

Beyond this I believe social media is going to be critical in regional Australia in one area that has not really had much coverage: innovation. In his book *Where Good Ideas Come From*, Steven Johnson describes research showing as cities grow they become more innovative. The relationship is not a straight line; innovation grows much faster than the growth of the population. In part Johnson puts this down to what he describes as encountering “the adjacent possible”. What this means is

innovation thrives where different ideas meet and interact. As a city grows the diversity that is created in people, ideas, and events allows far more interaction and combination of ideas.

Without the internet and social media this means a widening gap between the innovative capacities of major cities and regional areas because of the difference in the range of interactions that can occur. I now live in central Melbourne which gives me access to people and events on a daily basis I could not have accessed while living and working in regional Australia. However through my social media networks I also have contact with a futurist in Sweden, venture capitalists in the USA, a thermodynamics expert in California, a complexity consultant in the UK, and many others. More importantly I get to see a lot of what they are reading or watching, encountering ideas and information I would never get to see otherwise.

Regional Australia has the ability to greatly increase its levels of innovation in the areas of community, business and technology by using social media in this way and then using it to organise action. The ability to do so will improve as internet connections improve but because the contact does not have to be immediate, the systems we have now can create huge value. I urge you to get out there, make connections, see more of the “adjacent possible” and innovate.

Paul Higgins is a futurist with Emergent Futures (www.emergentfutures.com). He uses Twitter and Tumblr (www.tumblr.com) as tools for information gathering and dissemination for his followers and clients. He is also a pig farmer, and a veterinarian, and for 16 years was a director of an unlisted public company that markets beef, pork, chicken, and lamb products including ready to cook retail ready trays. He has done a range of consulting and presentation work for a number of regional industries in Australia and New Zealand

Using a Wiki for Virtual Teamwork in Extension

Joanne Kinsey

What could be more user-friendly than working in a wiki? Why? Well a wiki is a website where anyone can edit documents whenever they want (Richardson, 2006) which is a practical way to work in extension

Wikis can be public, such as the popular *Wikipedia*, which encourages input from experts and the public, or they can be private and accessible by invited members. The virtual team that benefits from a wiki can be large or small. Project collaborators can work efficiently whether located across the street or at opposite ends of the globe. One key advantage of using a wiki is savings in terms of precious time and travel cost.

In this fast-paced world, employees in both large and small companies use wikis for communicating on project development by taking advantage of the Internet's speed and efficiency (Brown, Huettner, & James-Tanny, 2007). Often wikis are readily available as part of an organisation's online technology management. Commercially developed cost-free wikis can be found at sites such as www.pbwiki.com, www.wikispaces.com, and www.wiki.com. These user-friendly programs provide page templates to help build, develop, and maintain a Web space to suit the needs of a collaborating team.

One key advantage of using a wiki is that project team members can be assured they are all reviewing the same document. Sharing documents stored in a wiki saves tremendous frustration and time searching through files for the most updated version of a document. Very often e-mail can be challenging to keep track of a document that is being shared between team members. There is no confusion about where the latest draft or edited document is located when communication is done through a wiki (Richardson, 2006).

As an online web tool, a wiki provides space for document storage, managing schedules, making email announcements, online conferencing/chat, and posting Web links. Wikis are easily customized to suit the needs of the users. The appeal of a wikis is that users can access the Web site any time and from a computer, Smart Phone or Internet device that has online capabilities.

Task Oriented Wiki Work in Extension

Extension programming offers numerous

opportunities for using wikis as communication tools. Some user-friendly task orientated examples of using wikis in Extension include the following:

Task: Writing Journal Articles and Fact Sheets

Collaborative journal article preparation can be time consuming and troublesome when the latest draft of an article gets lost among numerous edited versions. Writing journal articles with peers is more efficient through a team wiki. Tools designed for collaboration, such as GoogleDocs, are engineered to allow multiple users to work on the document simultaneously or according to their individual time schedule. Literature search results stored on a wiki allow users to save time by accessing information, editing and adding citations on one common shared document.

Task: Mentoring New Staff

Although a wiki cannot take the place of face-to-face meetings, it can make the task of sharing documents and information very efficient. The role of the mentee is to make sure all documents are updated and ready for mentor team review. In the wiki a mentor team can easily post advice, reactions to papers and articles, review a curriculum vitae, and edit the work of the mentee. As a mentee updates new documents the mentor team members will be advised of the new posting. When mentors respond to request for review, the mentee will receive a message noting the date and time of the new post.

Task: Grant Writing

Are you responsible for writing a deadline specific grant proposal or participating on a grant proposal development team? Wikis serve well for document and resource storage as teams are in the process of preparing materials for proposal submission for funding requests. Communication among team members is private by inviting team members to join and share online. It may be useful for maintaining a record of proposal development as the draft evolves through various stages. Budget design is secure and readily accessible among the team members for review and edification.

Task: Designing and Maintaining Class/Course Records

It may be useful to think of a wiki as a

One key advantage of using a wiki is that project team members can be assured they are all reviewing the same document.

Social Media is like teen sex. Everybody wants to do it. Nobody knows how. When it's finally done there is surprise it's not better.

**Michael Fox,
Co-Founder of
Shoes of Prey**

Using a Wiki for Virtual Teamwork (continued)

A wiki can serve as an online repository for materials relative to a collaborative initiative for large numbers of participants.

As the web becomes a more social and porous medium, remember that interaction and community are going to happen with or without your involvement. You can watch the conversation take place, or you can own and guide it.

Adam Weinroth,
Director of product
marketing for Pluck

personalized desktop. The wiki tool generally allows a user to store presentations and handouts, and links to demonstration website, reflection papers and other course related assignments. Wikis can certainly conserve resources by providing a one-stop filing system for course templates, and a place for course participants to post questions, engage in educational discussions, and maintain common schedules. As an educator, a wiki makes teaching and organization smooth when all of the materials are within reach in one place.

Task: Departmental initiatives eg projects

A wiki can serve as an online repository for materials relative to a collaborative initiative for large numbers of participants. For example, a filing system can be established to make documents available; including program agendas, curricula, flyers, brochures, evaluation tools, fact sheets, directories, resources, reviews, articles and links to pertinent information.

In Summary

Wikis can be useful to Extension employees in numerous ways. They are online management tools designed to save time, energy and money as professionals go about the work of extension. Collaboration on large and small-scale projects can be efficient when using a wiki for record storage, communication among team members, scheduling, and document sharing. Wikis are useful for virtual teams working in the same institution or located around the globe. Extension professionals

will find virtual teamwork through wikis simple and efficient.

Joanne is a Family & Community Health Sciences Educator and Assistant Professor with Rutgers Cooperative Extension of Atlantic & Ocean Counties in Mays Landing, NJ, USA.

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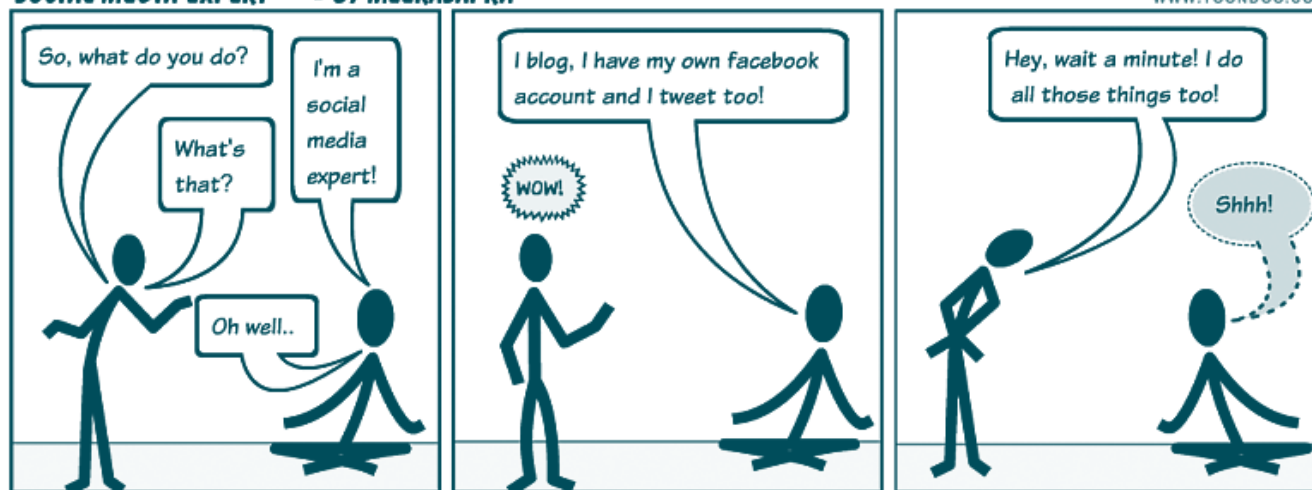
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SOCIAL MEDIA EXPERT - BY MEERASAPRA

WWW.TOONDOO.COM



“How to Really Use LinkedIn”

Nancy Hendrickson, freelance writer

For the last several months I've realized that my LinkedIn strategy has been less than brilliant.

Translation: It totally sucks, lacks imagination and consistency, and serves my marketing efforts about as well as a bipolar Congress does the health care crisis.

Solution: Read, 'How to Really Use LinkedIn', by Jan Vermeiren, with the assumption that the author (a networking expert) really knows what he's talking about . . . AND, the book is new enough to still be meaningful. Mission accomplished.

But, what did I learn?

Leverage the Power of LinkedIn

Although you can learn the basics of LinkedIn, the real power is using LinkedIn's existing tools to leverage the power of the network. That's what Vermeiren's book is all about.

I think many of us sit out here in cyberspace, forgetting that every person we contact or who contacts us becomes part of our network. Imagine the most intricate spider web you ever saw out back in the garden.

Filled with advanced techniques as well as the fundamentals of effective networking -- this book preaches what I have long believed to be true -- building relationships begins with you, not the other guy. Reach out and help, and you'll get more people reaching back to you than you thought possible.

I'm particularly fond of the charts on pages 31-33, that show at a glance which part of LinkedIn to use to accomplish specific goals. For example, if you want an introduction, use the introductions tool; if you want to maintain existing relationships use personal messages or share ideas in Discussions and Answers.

There are plenty of advanced strategies, with a separate section devoted to:

- finding new customers
- finding a new employee
- finding a new job or internship
- finding a new supplier or partnership
- finding expertise

I also liked the section on free tools to use when working on LinkedIn, particularly browser toolbar and widgets.

I've already highlighted and side-noted my way through the book and am calendaring how to best implement both basic and advanced strategies. Because I'm just starting out, I can't speak to how effective the strategies will be, but I do feel for the first time that I've been able to wrap my head around more of LinkedIn than ever in the past.

Nancy Hendrickson is a fulltime freelance writer with five books and hundreds of magazine and web articles to her credit. She has worked in industries as diverse as aerospace, medicine, collecting, history, marketing, technology, and the Internet. She is available for web content and blog projects. Contact her at <http://nancyhendrickson.com>

ENET

FLITTERIN = FACEBOOK + TWITTER + LINKEDIN



CHECK THIS OUT. WITH FLITTERIN I CAN CONNECT TO MY FUTURE BOSS, MY PAST FLAMES AND MY CURRENT OBSESSION ALL IN ONE PLACE!

**Think you're
'dynamic' and have
'extensive
experience'?
LinkedIn says,
Keep it to yourself**

Jody Murray

LinkedIn, the worldwide network for professionals, has released the most common empty-calorie words or phrases in members' profiles and assembled a top 10 ranking for 12 countries.

The most overused phrase in Australia is "extensive experience" (we're not alone; it's No. 1 in the United States and Canada, too). "Dynamic" was fifth on our list, but was No. 1 in India, Spain and Brazil. Here's Australia's full top 10:

1. Extensive experience
2. Innovative
3. Motivated
4. Dynamic
5. Proven track record
6. Team player
7. Proactive
8. Skill set
9. Highly skilled
10. Entrepreneurial

Why are these buzzwords problematic? In short, they're a vacuum. They have no specific content and provide no real information. And because people — especially potential employers or associates — see these buzzwords over and over, their attention wavers. Or a reader rightly wonders if the profile is trying to hide a deficiency in experience. Either way, the reader is turned off.

"We have the unique ability to uncover interesting workplace trends in our data given the high volume of people with profiles on LinkedIn," said DJ Patil, LinkedIn's chief data scientist. "We wanted to reveal insights that help professionals make better choices about how to position themselves online."

Lindsay Pollack, a New York-based expert in career and workplace dynamics, offered some specifics.

"Phrases like 'extensive experience' and 'proven track record' can appear empty to a potential employer and may do more harm than good when you include them in your profile or resume," Pollack said. "If you're using any of these 10 terms, wipe them out. Instead, note that you have eight to 10 years of experience or that you increased sales by 300%. Include meaningful phrases that apply specifically to highlights you've achieved in your career."

This article first appeared in Anthill Magazine in January 2011

FROM THE PRESIDENT

For those who haven't heard, I am now the President of APEN, taking on the role after Tracey Gianatti had an opportunity to move to Korea.

I am very happy to have the role and I look forward to a value-packed year for APEN, not least with our Forum coming up in November.

It was my intention to introduce myself a little more fully in this edition of ExtensionNet, but given the jam-packed issue, I didn't want to take up too much space.

And so, in keeping with our theme of SoMe (social media), if you want to know more about your new APEN President you can find my profile on LinkedIn at www.linkedin.com. I am very happy to make a connection with all APEN members!

See you online....
Austin McLennan

Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing.

Amber Naslund,
communications and
business strategist
and the VP of Social
Strategy for Radian6

Technology ideas

The following YouTube videos online give a greater insight into some of the components of social media.

Digital Immigrant: A day in the life

http://www.youtube.com/watch?v=s5-HIJAJ_8E

How to make a podcast

<http://www.youtube.com/watch?v=FLJ4o7Pm7wk>

Recording a podcast on GarageBand

<http://www.youtube.com/watch?v=eXWOtVF8V8E>

Recording a podcast using Audacity

<http://www.youtube.com/watch?v=1NCxW3aEs9s>

The following are links to technology articles in the Journal of Extension by Joanne Kinsey (who wrote the article about Wiki's in this edition).

Five Social Media Tools for the Extension Toolbox

<http://www.joe.org/joe/2010october/tt7.php>

The Wiki as a Time Saving Mentoring Tool

<http://www.joe.org/joe/2010april/tt2.php>

Simple Steps to Making a Web-Based Video

<http://www.joe.org/joe/2010august/tt2.php>

Another little gem is Australian Anthill which was initially launched as a print magazine specifically dedicated to innovation and entrepreneurship. You can subscribe to their email newsletter which you can receive three times per week for free. It frequently features articles about social media as well as some other great innovative ideas.

<http://anthillonline.com/>

The Joy of Tech™

by Nitrozac & Snaggy



Signs of the social networking times.

APEN NATIONAL FORUM

ARMIDALE NSW - 28-30 NOVEMBER 2011

Planning is under way for the 2011 APEN National Forum at Armidale on the 28-30 November 2011. This year's theme is 'Hitting a Moving Target - Extension in A Changing World'.

The forum is shaping up as an awesome event with three outstanding speakers already confirmed. These speakers will be blended with a showcase of extension professionals sharing their success stories and experiences through contributed presentations and poster displays. The program will also provide excellent opportunities to network with other extension professionals from a range of disciplines from across the nation.

The three exciting speakers who have already confirmed are **Charlie Arnot** from the United States, **Sue Middleton** from Western Australia and **Andrew Hull** from Bourke in NSW.



Charlie Arnot is CEO of the Center for Food Integrity and President of CMA, a consulting company with offices in Missouri, Iowa, Indiana and Ohio. The Center for Food Integrity is a national non-profit organization dedicated to building consumer trust and confidence in today's food system. In his role as president of CMA, Charlie and the CMA team work with companies and associations across the food system in issues management, public relations, strategic facilitation and marketing communications. Charlie is internationally recognized as a thought leader on food and agriculture issues and is a thought provoking writer and speaker.



Sue Middleton is a farmer and rural community change agent. Sue was recently awarded the RIRDC Australian Rural Woman of the Year for 2010. Sue has an extensive work history in extension from her community economic development background in western Queensland, to managing the Community Builders Program in Western Australia, to consulting for over 10 years to various regional and local organizations that support communities and industries to manage change. She is a practical hands on change agent who is equally comfortable working at the national level on policy, to developing projects at the local level to turn policy into action and outcomes. Sue is a passionate bushie and loves the strengths of regional and rural Australia. Sue has played numerous Rural Leadership roles in the past at a local through to national level, and is currently a Board Member of Fruitwest, Wheatbelt NRM, sits on the Royalties for Regions Trust Fund Board and is Chair of West Midlands which is a regional research and development farmer driven organization.



Andrew Hull is a writer and performer of poetry, prose and song, artist, photographer and musician who works solo and in collaborations with other artists. From the "Back-O-Bourke" in Western NSW – Hully - as he's more commonly known – is passionate and enthusiastic about the region he lives in and the people and stories that belong in that region. He also has a day job in natural resource management extension, to which he adds his special artistic flare. His uniquely Australian work has been published in book form and his words and images also appear in many notable publications including the Sydney Morning Herald, The Australian, the Melbourne Age, the Daily Telegraph, Australian Geographic and RM Williams' Outback Magazine. He has been described by contemporaries as 'Modern day Lawson (Australian Geographic)', 'The Bard of Bourke' (Outback Magazine) and 'The keeper of Lawson's secret', (Neil Murray) and in 2002 Andrew's work was recorded for the National Library of Australia's folk archives.

The APEN forum will be a positive environment for professionals working in Extension to share experiences and build on existing skills. Some of the themes this year will include extension outside agriculture & NRM, extension in low budget environments, maximising the impact of farmer groups, emerging extension methodologies and old ones that still work. With a strong focus on case studies and professional reflection the forum will celebrate the successes of Australasia's extension professionals. The forum will be held at the University of New England, giving a range of conference venue and accommodation options. A bus trip will also be available for delegates who would like to check out the northern tablelands of NSW while attending the conference.

The APEN National Forum is supported by Industry & Investment NSW and is convened this year by Greg Mills. Greg can be contacted on 0488 491 648 or greg.mills@industry.nsw.gov.au if you would like to assist by joining the forum steering committee, or registering your interest to receive regular updates on the forum and call for papers.

New APEN members

If you've recently joined APEN, welcome! You'll reap plenty of professional and personal rewards. If you've been in APEN for a few seasons now, be sure to say hello to the new members.

Richard Stephens



Richard Stephens is the Portfolio Manager – Industry Development at Horticulture Australia Limited (HAL). He has over 20 years of experience in government, industry and private capacity building and extension roles within the rural industries and has Bachelor and Master degrees in Applied Science - Agriculture.

Richard is currently working with the 40 different industries represented by HAL to carry out an industry development needs assessment and implement tailor made capacity building programs.

Welcome to these new members who have joined since last edition. We're glad to have you all on board.

Caroline Love NSW

Richard Stephens NSW

Shane Holborn Qld

Anthea Lisle Qld

Jane Lacy-Hulbert New Zealand

Muktasam Abdurrahman Indonesia

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Guidelines and deadlines

Submissions should be made in MS Word 6.0 with minimal formatting. A portrait photograph of the author is required. All photographs, figures and/or tables ought to be provided as separate files (preferably TIF or JPEG; photos scanned at 300 dpi). Feature articles should be around 1000 words and minor articles 500 words. The editor reserves the right to edit submitted material to meet space restrictions. Letters to the editor or general items of news of interest to the network are welcome. Articles should be submitted at least four weeks prior to publication.

Preference is given to articles that are grounded in some form of project or event.

Editing: Kate Charleston and Gerry Roberts

Layout: Ross Tasker, Snap Printing Wodonga, Victoria.

Production management: Rosemary Currie, APEN Secretariat, Wodonga, Victoria.

Opinions expressed in ExtensionNet are not necessarily those of the Australasia-Pacific Extension Network (Inc.) unless otherwise stated.

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