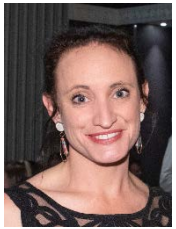
FutureBeef

What gets clicked, might not get liked

Measuring the “success” of social media



Jodie Ward
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FutureBeef
Brisbane, QLD

A joint initiative of:

Queensland Government | Northern Territory Government | Department of Agriculture and Food | mla MEAT & LIVESTOCK AUSTRALIA

FutureBeef social media

Twitter

FutureBeef @FutureBeef
3 days ago

How to reliably establish leucaena, Webinar, 11 September, 12.30 pm AEST.

In this webinar learn about the climate and soil requirements of leucaena together with the recommended practices to prepare, plant and establish it successfully.

ow.ly/DLYm50vN55b

2

Facebook

FutureBeef
3 days ago

How to reliably establish leucaena, Webinar, 11 September, 12.30 pm AEST.

In this webinar, join Stuart Buck (Queensland Department of Agriculture...

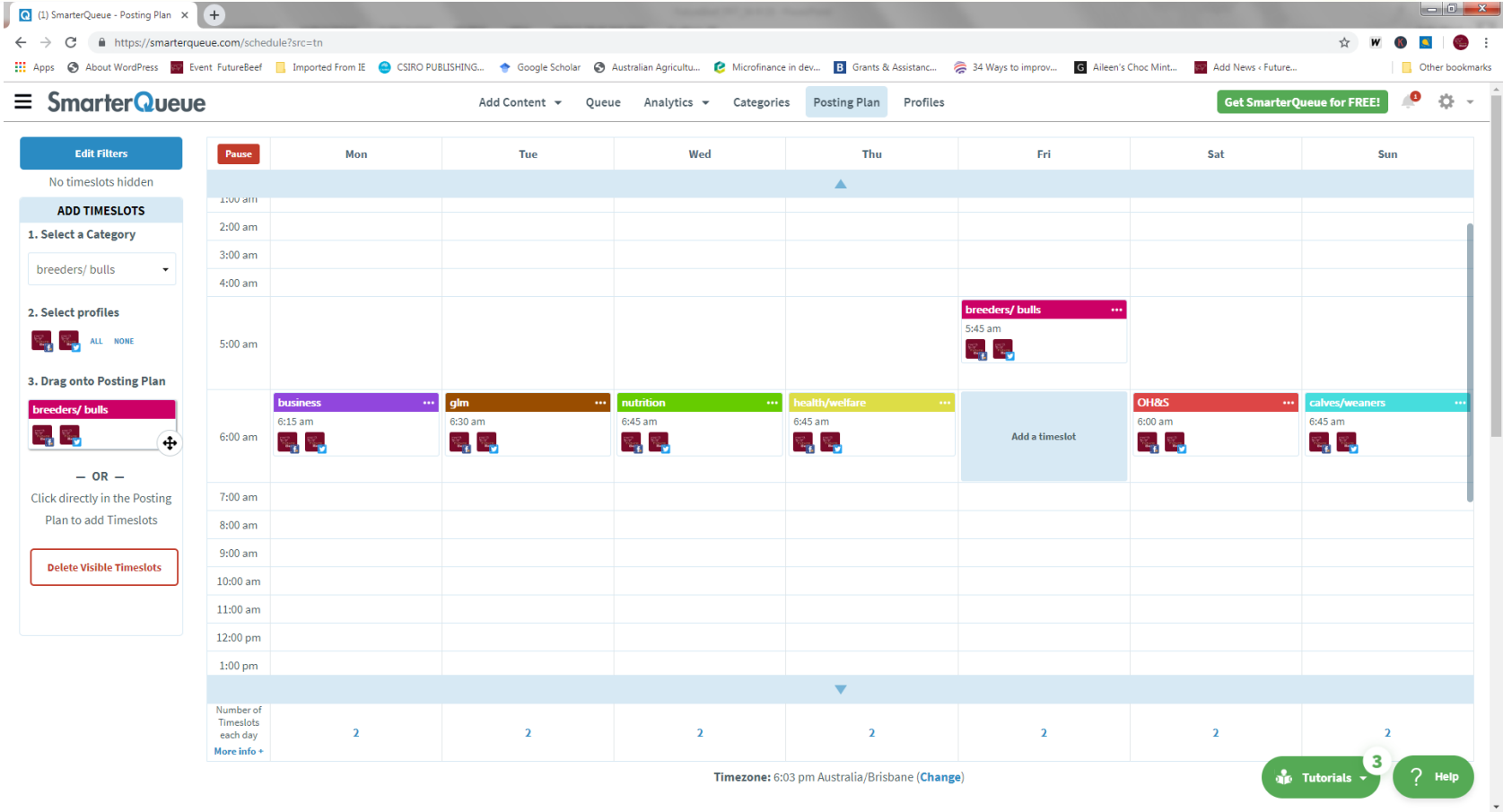
Read More

Boost Post

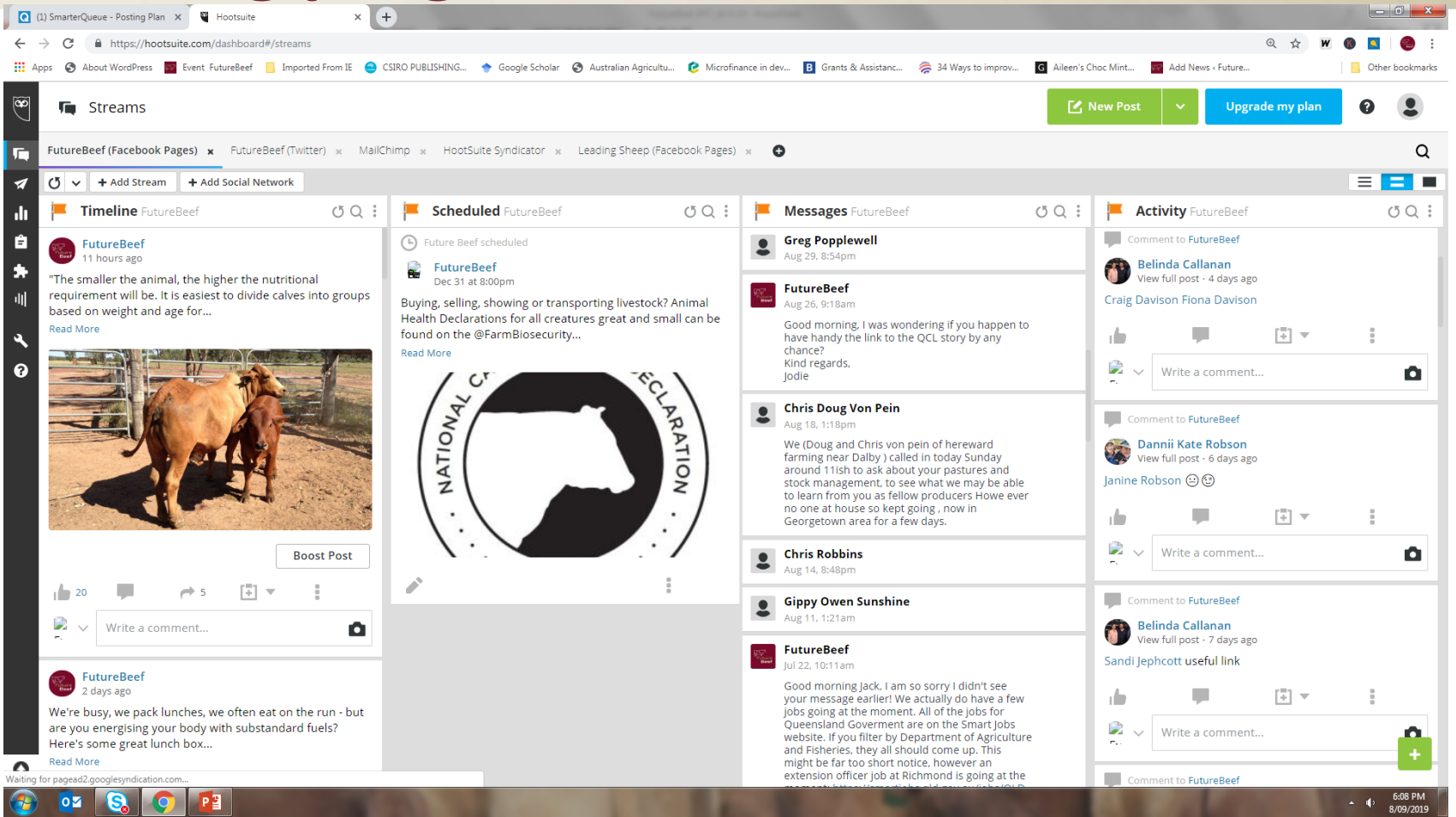
20 1 4

Write a comment...

Scheduling programs – SmarterQueue



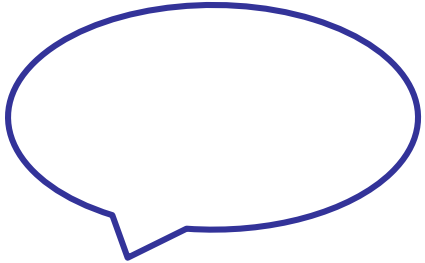
Scheduling programs - Hootsuite

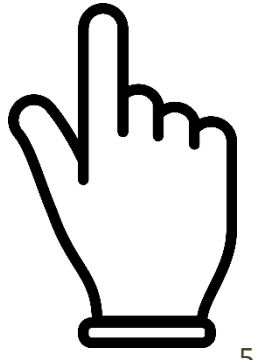


The motivator

Primary goal:

Investigate what type of content is most appealing to our audience and would therefore attract more social media followers if more of that type of content was published.





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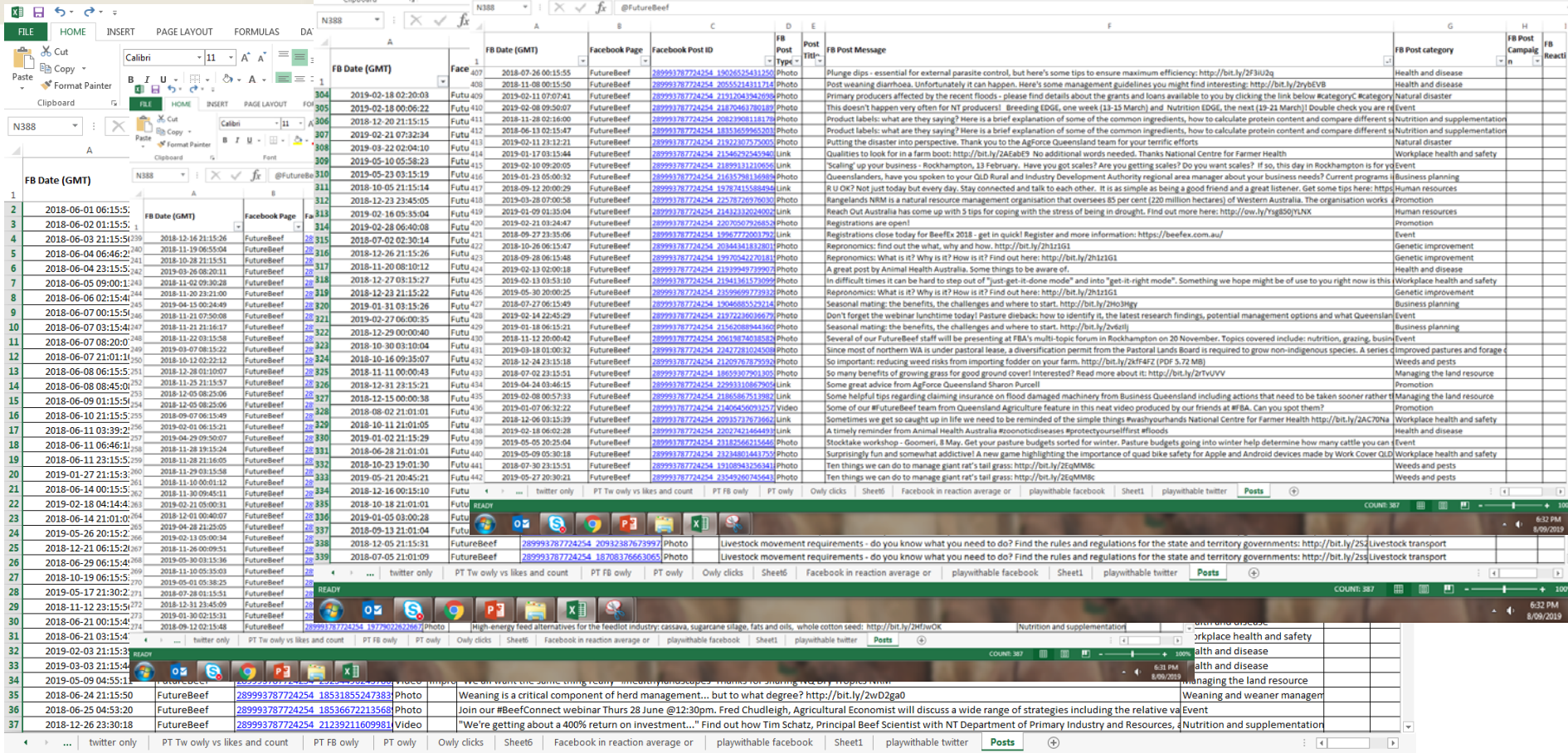


FB Date (GMT)	Facebook Page	Facebook Post ID	FB Post Type	FB Post Message	FB Post category
2018-07-26 00:15:55	FutureBeef	289993787724254_1902652543125	Photo	Plunge dips - essential for external parasite control, but here's some tips to ensure maximum efficiency: http://bit.ly/2F3iiU2q	Health and disease
2018-11-08 00:15:50	FutureBeef	289993787724254_2055521431171	Photo	Post weaning diarrhoea. Unfortunately it can happen. Here's some management guidelines you might find interesting: http://bit.ly/2rybEVB	Health and disease
2019-02-11 07:07:41	FutureBeef	289993787724254_2191204394269	Photo	Primary producers affected by the recent floods - please find details about the grants and loans available to you by clicking the link below #categoryC #category	Natural disaster
2019-02-08 09:50:07	FutureBeef	289993787724254_2187046378018	Photo	This doesn't happen very often for NT producers! Breeding EDGE, one week (13-15 March) and Nutrition EDGE, the next (19-21 March)! Double check you are re	Event
2018-11-28 02:16:00	FutureBeef	289993787724254_2082390811817	Photo	Product labels: what are they saying? Here is a brief explanation of some of the common ingredients, how to calculate protein content and compare different s	Nutrition and supplementation
2018-06-13 02:15:47	FutureBeef	289993787724254_1835365996520	Photo	Product labels: what are they saying? Here is a brief explanation of some of the common ingredients, how to calculate protein content and compare different s	Nutrition and supplementation
2019-02-11 23:12:21	FutureBeef	289993787724254_2192230757500	Photo	Putting the disaster into perspective. Thank you to the AgForce Queensland team for your terrific efforts	Natural disaster
2019-01-17 03:15:44	FutureBeef	289993787724254_2154629254594	Photo	Qualities to look for in a farm boot: http://bit.ly/2AEabEE No additional words needed. Thanks National Centre for Farmer Health	Workplace health and safety
2019-02-10 09:20:05	FutureBeef	289993787724254_2189913121065	Link	'Scaling' up your business - Rockhampton, 13 February. Have you got scales? Are you getting scales? Do you want scales? If so, this day in Rockhampton is for yo	Event
2019-01-23 05:00:32	FutureBeef	289993787724254_2163579813698	Photo	Queenslanders, have you spoken to your QLD Rural and Industry Development Authority regional area manager about your business needs? Current programs i	Business planning
2018-09-12 20:00:29	FutureBeef	289993787724254_1978741558849	Link	R U OK? Not just today but every day. Stay connected and talk to each other. It is as simple as being a good friend and a great listener. Get some tips here: https	Human resources
2019-03-28 07:00:58	FutureBeef	289993787724254_2257872697003	Photo	Rangelands NRM is a natural resource management organisation that oversees 85 per cent (220 million hectares) of Western Australia. The organisation works	Promotion
2019-01-09 01:35:04	FutureBeef	289993787724254_2143233202400	Link	Reach Out Australia has come up with 5 tips for coping with the stress of being in drought. Find out more here: http://ow.ly/Ysg850jYLNX	Human resources
2019-02-21 03:24:47	FutureBeef	289993787724254_2207050792685	Photo	Registrations are open!	Promotion
2018-09-27 23:35:06	FutureBeef	289993787724254_1996777200379	Link	Registrations close today for BeefEx 2018 - get in quick! Register and more information: https://beefex.com.au/	Event
2018-10-26 06:15:47	FutureBeef	289993787724254_2038434318328	Photo	Reproonomics: find out the what, why and how. http://bit.ly/2h1z1G1	Genetic improvement
2018-09-28 06:15:48	FutureBeef	289993787724254_1997054227018	Photo	Reproonomics: What is it? Why is it? How is it? Find out here: http://bit.ly/2h1z1G1	Genetic improvement
2019-02-13 02:00:18	FutureBeef	289993787724254_2193994973990	Photo	A great post by Animal Health Australia. Some things to be aware of.	Health and disease
2019-02-13 03:53:10	FutureBeef	289993787724254_2194136157309	Photo	In difficult times it can be hard to step out of "just-get-it-done mode" and into "get-it-right mode". Something we hope might be of use to you right now is this	Workplace health and safety
2019-05-30 20:00:25	FutureBeef	289993787724254_2359969977393	Photo	Reproonomics: What is it? Why is it? How is it? Find out here: http://bit.ly/2h1z1G1	Genetic improvement
2018-07-27 06:15:49	FutureBeef	289993787724254_1904688552921	Photo	Seasonal mating: the benefits, the challenges and where to start: http://bit.ly/2Ho3Hgy	Business planning
2019-02-14 22:45:29	FutureBeef	289993787724254_2197223601667	Photo	Don't forget the webinar lunchtime today! Pasture dieback: how to identify it, the latest research findings, potential management options and what Queenslan	Event
2019-01-18 06:15:21	FutureBeef	289993787724254_2156208894460	Photo	Seasonal mating: the benefits, the challenges and where to start: http://bit.ly/2v6zilj	Business planning
2018-11-12 20:00:42	FutureBeef	289993787724254_2061987403858	Photo	Several of our FutureBeef staff will be presenting at FBA's multi-topic forum in Rockhampton on 20 November. Topics covered include: nutrition, grazing, busin	Event
2019-03-18 01:00:32	FutureBeef	289993787724254_2242728102450	Photo	Since most of northern WA is under pastoral lease, a diversification permit from the Pastoral Lands Board is required to grow non-indigenous species. A series c	Improved pastures and forage c
2018-12-24 23:15:18	FutureBeef	289993787724254_2120976787592	Photo	So important: reducing weed risks from importing fodder on your farm. http://bit.ly/2kFf4FZ (PDF 5.72 MB)	Weeds and pests
2018-07-02 23:15:51	FutureBeef	289993787724254_1865930790130	Photo	So many benefits of growing grass for good ground cover! Interested? Read more about it: http://bit.ly/2rTvUVV	Managing the land resource
2019-04-24 03:46:15	FutureBeef	289993787724254_2299331086790	Link	Some great advice from AgForce Queensland Sharon Purcell	Promotion
2019-02-08 00:57:33	FutureBeef	289993787724254_2186586751398	Link	Some helpful tips regarding claiming insurance on flood damaged machinery from Business Queensland including actions that need to be taken sooner rather t	Managing the land resource
2019-01-07 06:32:22	FutureBeef	289993787724254_2140645609325	Video	Some of our #FutureBeef team from Queensland Agriculture feature in this neat video produced by our friends at #FBA. Can you spot them?	Promotion
2018-12-06 03:15:39	FutureBeef	289993787724254_2093573767366	Link	Sometimes we get so caught up in life we need to be reminded of the simple things #washyourhands National Centre for Farmer Health http://bit.ly/2AC70Na	Workplace health and safety
2019-02-18 06:02:28	FutureBeef	289993787724254_2202742146449	Link	A timely reminder from Animal Health Australia #zoonoticdiseases #protectyourselffirst #floods	Health and disease
2019-05-05 20:25:04	FutureBeef	289993787724254_2318256625646	Photo	Stocktake workshop - Goomeri, 8 May. Get your pasture budgets sorted for winter. Pasture budgets going into winter help determine how many cattle you can	Event
2019-05-09 05:30:18	FutureBeef	289993787724254_2323480144375	Photo	Surprisingly fun and somewhat addictive! A new game highlighting the importance of quad bike safety for Apple and Android devices made by Work Cover QLD	Workplace health and safety
2018-07-30 23:15:51	FutureBeef	289993787724254_1910894325634	Photo	Ten things we can do to manage giant rat's tail grass: http://bit.ly/2EqMM8c	Weeds and pests
2019-05-27 20:30:21	FutureBeef	289993787724254_2354926074544	Photo	Ten things we can do to manage giant rat's tail grass: http://bit.ly/2EqMM8c	Weeds and pests
2018-12-16 00:15:10	FutureBeef	289993787724254_2093238763997	Photo	Livestock movement requirements - do you know what you need to do? Find the rules and regulations for the state and territory governments: http://bit.ly/2S2	Livestock transport
2018-07-05 21:01:09	FutureBeef	289993787724254_1870837666306	Photo	Livestock movement requirements - do you know what you need to do? Find the rules and regulations for the state and territory governments: http://bit.ly/2ss	Livestock transport
2019-02-22 19:59:02	FutureBeef	289993787724254_1977502622667	Photo	High-energy feed alternatives for the feedlot industry: cassava, sugarcane silage, fats and oils, whole cotton seed: http://bit.ly/2HfJwOK	Nutrition and supplementation
2018-12-05 21:15:31	FutureBeef	289993787724254_2189139121065	Photo	Weaning is a critical component of herd management... but to what degree? http://bit.ly/2wD2ga0	Weaning and weaner managem
2018-12-06 04:53:20	FutureBeef	289993787724254_1853855247383	Photo	Join our #BeefConnect webinar Thurs 28 June @12:30pm. Fred Chudleigh, Agricultural Economist will discuss a wide range of strategies including the relative va	Event
2018-12-26 23:30:18	FutureBeef	289993787724254_1853667221356	Photo	"We're getting about a 400% return on investment..." Find out how Tim Schatz, Principal Beef Scientist with NT Department of Primary Industry and Resources, a	Nutrition and supplementation
		289993787724254_2123921160998	Video		

twitter only | PT Tw owly vs likes and count | PT FB owly | PT owly | Owly clicks | Sheet6 | Facebook in reaction average or | playwithable facebook | Sheet1 | playwithable twitter | Posts

READY | COUNT: 387 | 100%

6:29 PM 8/09/2019

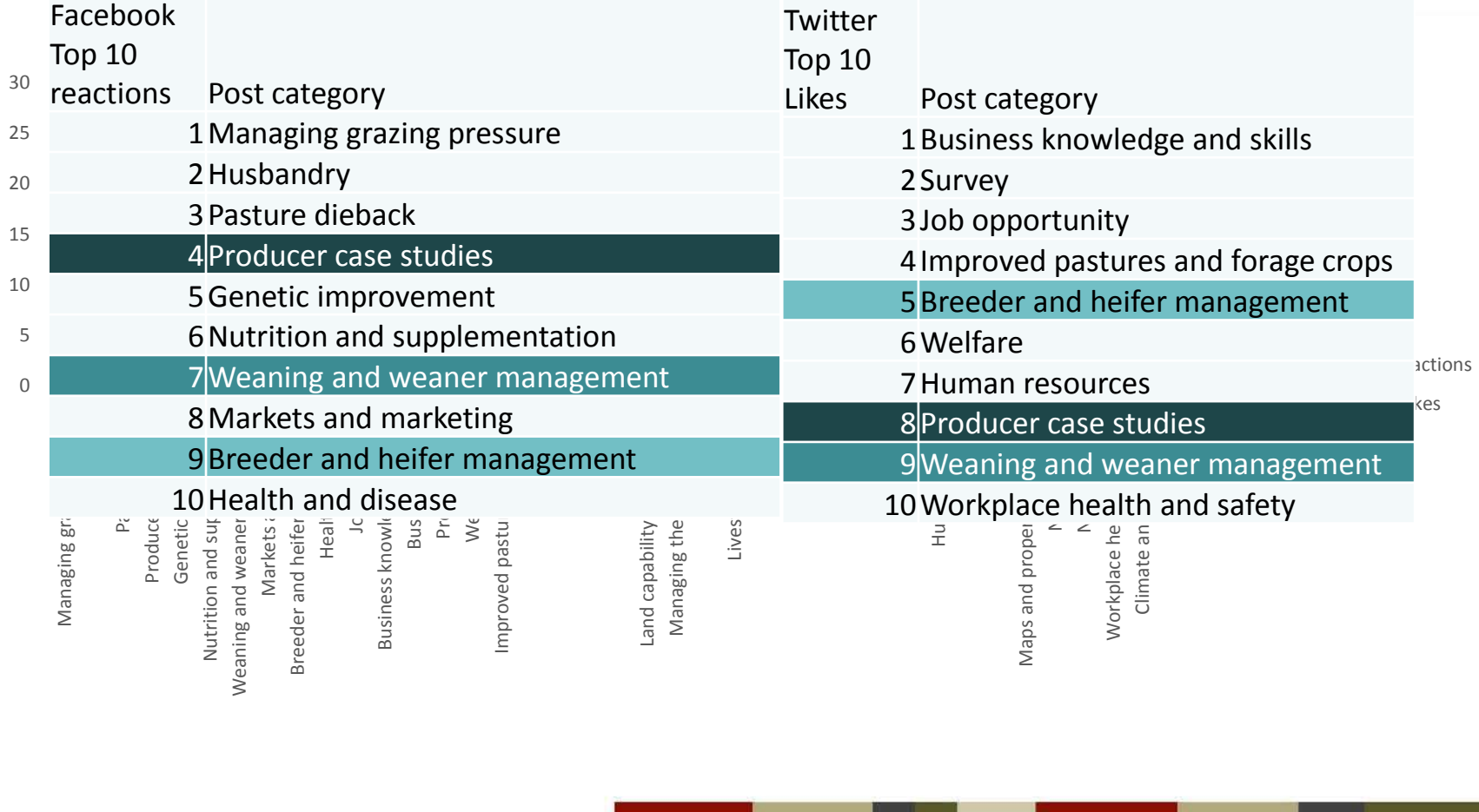
The analysis: beginning, 39 categories

- Health and disease
- Job opportunities
- Breeder and heifer management
- Husbandry
- Managing grazing pressure
- Markets and marketing
- Managing the land resource
- Pasture dieback
- Infrastructure
- Opportunity
- Producer case studies
- Nutrition and supplementation
- Technology
- FutureBeef promotion
- Human resources
- Welfare
- Workplace health and safety
- Weaning and weaner management
- Livestock transport
- Climate information
- Maps and property information
- Natural disaster
- Weeds and pests
- Growth paths
- Drought
- Using fire
- Other
- Tools
- Biosecurity
- Business knowledge and skills
- Predator control
- Scholarships
- Improved pastures and forage crops
- Surveys
- Land capability and condition
- Spelling
- Business planning
- Genetic improvement
- Event
- Native pastures

The analysis: Reactions versus likes

Facebook Top 10 reactions	Post category
1	Managing grazing pressure
2	Husbandry
3	Pasture dieback
4	Producer case studies
5	Genetic improvement
6	Nutrition and supplementation
7	Weaning and weaner management
8	Markets and marketing
9	Breeder and heifer management
10	Health and disease

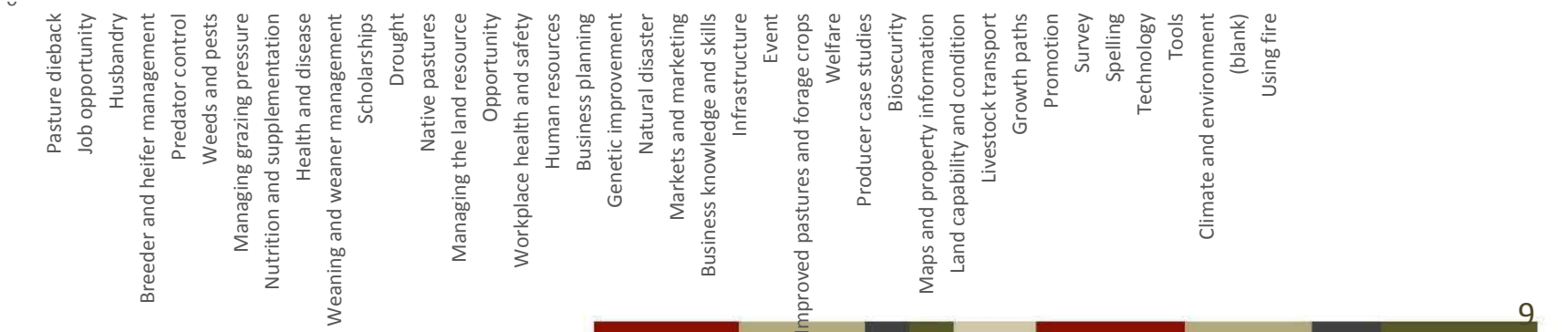
Twitter Top 10 Likes	Post category
1	Business knowledge and skills
2	Survey
3	Job opportunity
4	Improved pastures and forage crops
5	Breeder and heifer management
6	Welfare
7	Human resources
8	Producer case studies
9	Weaning and weaner management
10	Workplace health and safety



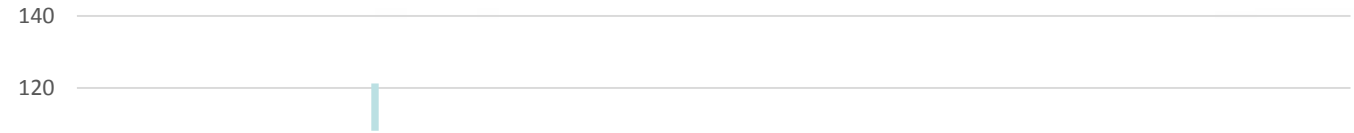
The analysis: Shares versus Retweets

Facebook Top 10 Shares	Post category
1	Pasture dieback
2	Job opportunity
3	Husbandry
4	Breeder and heifer management
5	Predator control
6	Weeds and pests
7	Managing grazing pressure
8	Nutrition and supplementation
9	Health and disease
10	Weaning and weaner management

Twitter Top 10 Retweets	Post category
1	Survey
2	Business knowledge and skills
3	Human resources
4	Producer case studies
5	Welfare
6	Job opportunity
7	Breeder and heifer management
8	Improved pastures and forage crops
9	Genetic improvement
10	Predator control



The analysis: Comments versus Replies



Facebook Top 10 Comments	Post category
1	Job opportunity
2	Weeds and pests
3	Pasture dieback
4	Husbandry
5	Managing grazing pressure
6	Scholarships
7	Opportunity
8	Managing the land resource
9	Biosecurity
10	Survey

Twitter Top 10 Replies	Post category
1	Business knowledge and skills
2	Maps and property information
3	Climate and environment
4	Opportunity
5	Job opportunity
6	Growth paths
7	Managing the land resource
8	Breeder and heifer management
9	Promotion
10	Event

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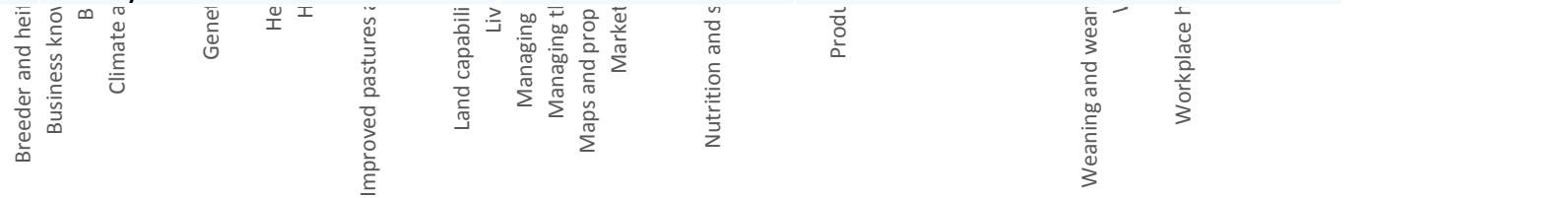
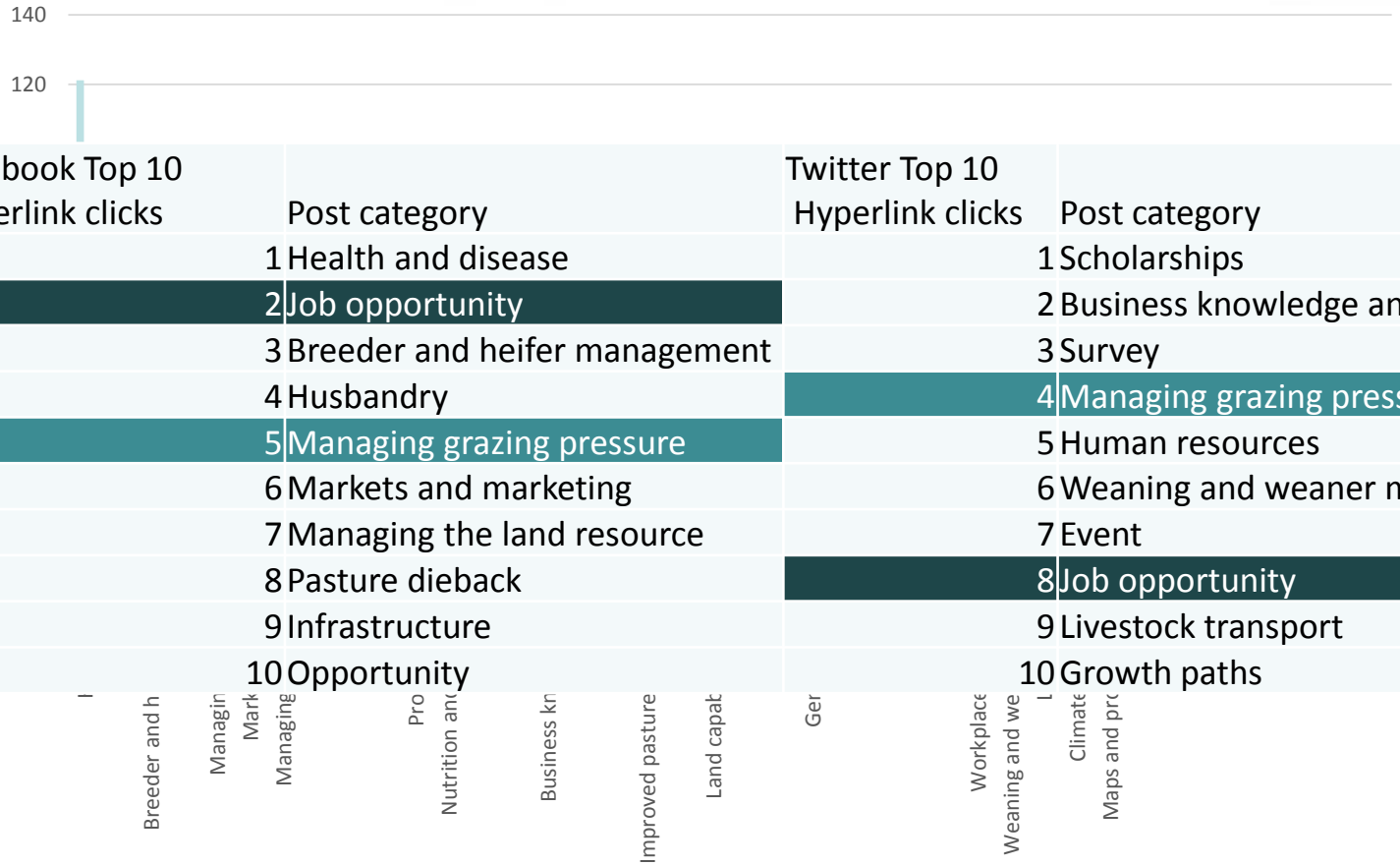
ge of Tw: Ow.ly Clicks



The analysis: Hyperlink clicks



Facebook Top 10 Hyperlink clicks	Post category
1	Health and disease
2	Job opportunity
3	Breeder and heifer management
4	Husbandry
5	Managing grazing pressure
6	Markets and marketing
7	Managing the land resource
8	Pasture dieback
9	Infrastructure
10	Opportunity

Twitter Top 10 Hyperlink clicks	Post category
1	Scholarships
2	Business knowledge and skills
3	Survey
4	Managing grazing pressure
5	Human resources
6	Weaning and weaner management
7	Event
8	Job opportunity
9	Livestock transport
10	Growth paths

Analysis: How to use this information?

Should we create more posts from categories that generate:

- the most likes/reactions?
- the most comments/replies?
- the most traffic to the website?
- the most shares/retweets?

Why?

Analysis: How we've decided to use this information

1. Increase the publication frequency of posts that get shared/retweeted

2. Increase the publication frequency of posts that get the most hyperlink clicks

How?

3. Maintain the publication frequency of publication of posts that get publicly liked.

4. Remove the categories of content from our scheduled social media that is attracting no engagement

Where to from here?

- Monitor
- Monitor
- Monitor
- Adjust
- Monitor
- Write a REIS Journal article