

final report

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Feedlot Technology Adoption Group – Social Media

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Executive summary

There is a need for Meat and Livestock Australia (MLA) and the Australian Lot Feeders Association (ALFA) to engage more with small to medium sized feedlot operations and feedlot staff in the 18-35 year old demographic to improve information flow and increase adoption of technologies across the sector. This project aims to follow on from the 2014/15 project “B.FLT.0456 – Pilot feedlot extension model”, and 2015/16 project “B.FLT.0497 - Feedlot Technology Adoption Group Extension Model 2016-17”. At the completion B.FLT.0497, ALFA supported the extension of the social media (Facebook page and You-tube channel) for a 1 year period.

The objective of this project was the updating and moderating of the Feedlot Technology Adoption Group (FTAG) Facebook page and YouTube channel. The two Key Performance Indicators (KPI) for the project were the increase in Facebook Followers and YouTube views by 20 %. There was a 11 % increase in Facebook followers and a 60 % increase in YouTube views.

Consistent with previous years, videos were the most popular type of post even though no new content was produced. FTAG followers are generally most active in the evenings and, as such, the most successful time for new posts was in the afternoon and evening. As the combination of these two social media platforms provides the biggest reach for FTAG information, it is crucial that further videos are produced for feedlots management and technology. Where video series on animal welfare issues are produced, they should be presented appropriately to be suitable for publication on social media platforms.

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1 Background

There is a need for Meat and Livestock Australia (MLA) and the Australian Lot Feeders Association (ALFA) to engage more with small to medium sized feedlot operations and feedlot staff in the 18-35 year old demographic to improve information flow and increase adoption of technologies across the sector. This project aims to follow on from the 2014/15 project “B.FLT.0456 – Pilot feedlot extension model”, and 2015/16 project “B.FLT.0497 - Feedlot Technology Adoption Group Extension Model 2016-17”. At the completion B.FLT.0497, ALFA supported the extension of the social media (Facebook page and You-tube channel) for a 1 year period.

Following the completion of B.FLT.0497 in June 2017, the Feedlot Technology Adoption Group (FTAG) Facebook page was branded with the ALFA and MLA logos, and had just under 2000 followers (1,936 likes, 7 June 2017). Approximately 70 % of followers were in the 18-35 year old bracket, 70 % male, and 60 % Australian based. The FTAG YouTube channel had 40 subscribers and 15,700 total views (views of all videos) and 1224 views of original content which are steadily increasing.

2 Project objectives

The overall project objectives include:

1. Weekly monitoring and moderating of the FTAG Facebook Page. Reporting of any significant extension or research priorities back to Meat & Livestock Australia.
2. Updating the Facebook page, at least once weekly with new content.
3. Weekly review of You-tube comments on FTAG channel
4. Provision of Facebook and You-Tube usage metrics to Meat & Livestock Australia

Key Performance Indicators (KPIs)

- Increase of 20% in Facebook likes
- Increase of 20% in YouTube views

3 Methodology

1. Premise staff will update the Facebook page, at least once weekly with new content.
2. Premise agriculture staff will conduct weekly moderating of the FTAG Facebook Page.
3. The Feedlot Technology you-tube channel should be reviewed on a weekly basis for comments on each individual video.
4. A quarterly planning meeting will be held between the MLA Project manager, ALFA Technical Services officer, ALFA Projects and Policy officer and Premise staff.

4 Results

4.1 Facebook Page

Facebook "Likes": As of 2 May 2018, the Facebook page had a total of 2154 likes which is an increase of 218 from 1941 on 1 July 2017. The number of likes saw several sudden increases in July and August 2017 and then a steady increase to mid-2018 (Figure 1, Figure 2).



Figure 1 – Total likes from July 2017 to current.

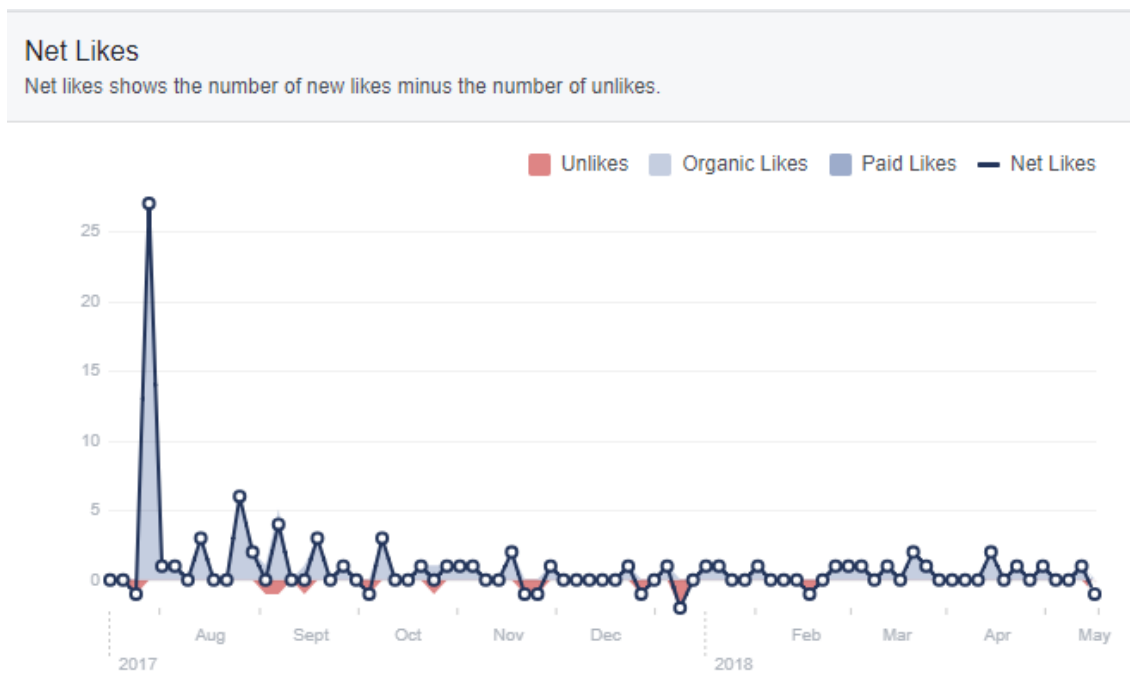


Figure 2 – Daily likes and unlikes from July 2017 to current

Approximately 30% of fans are women and 69% are men. The predominant age groups of the fans are between 25-34 (41%) and 18-24 (25%) years of age. The majority (67%) of fans are based in Australia with additional fans from South Africa, the United States of America and South American nations.

Facebook Post Reach: The number of people each post was served to (organically or paid). No paid advertisement was undertaken. Note there appears to be some inaccuracies with this graph as, according to individual post reach, nine posts during the measured period had a reach in excess of 1,000 followers.

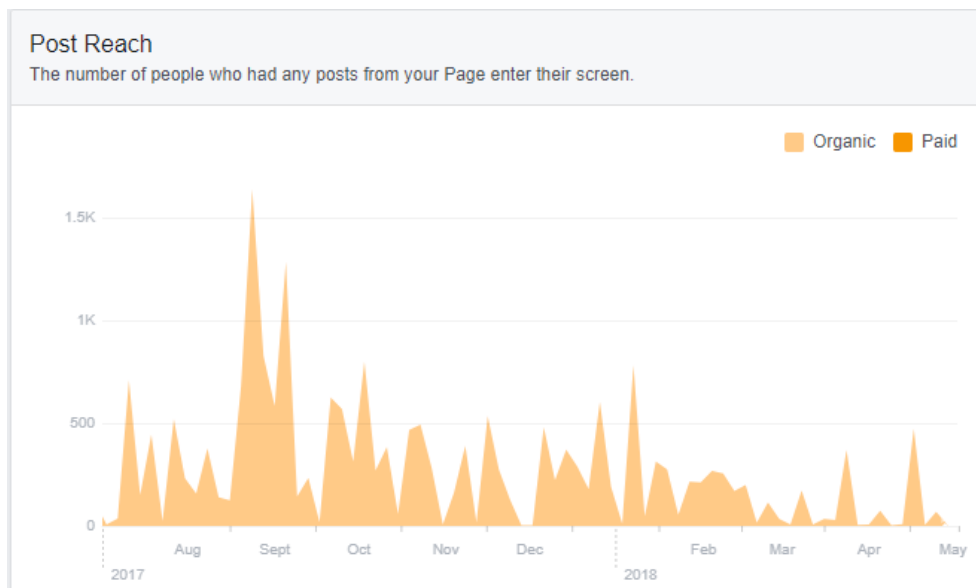


Figure 3 – Facebook reach from July 2017 to current

Facebook Reactions, Comments and Shares: This information shows when and how people interacted with posts on the page. Facebook users who "Like" or are a fan of the FTAG Facebook page have the opportunity to "React", "Comment" or "Share" any post made by the FTAG page. Generally, more interactions with posts results in a larger reach. Note there appears to be some inaccuracies with this graph as, according to individual post reactions, comments and shares, a post in March 2018 about auto sensing feed bunk quantity had a total of 22 likes, comments and shares.

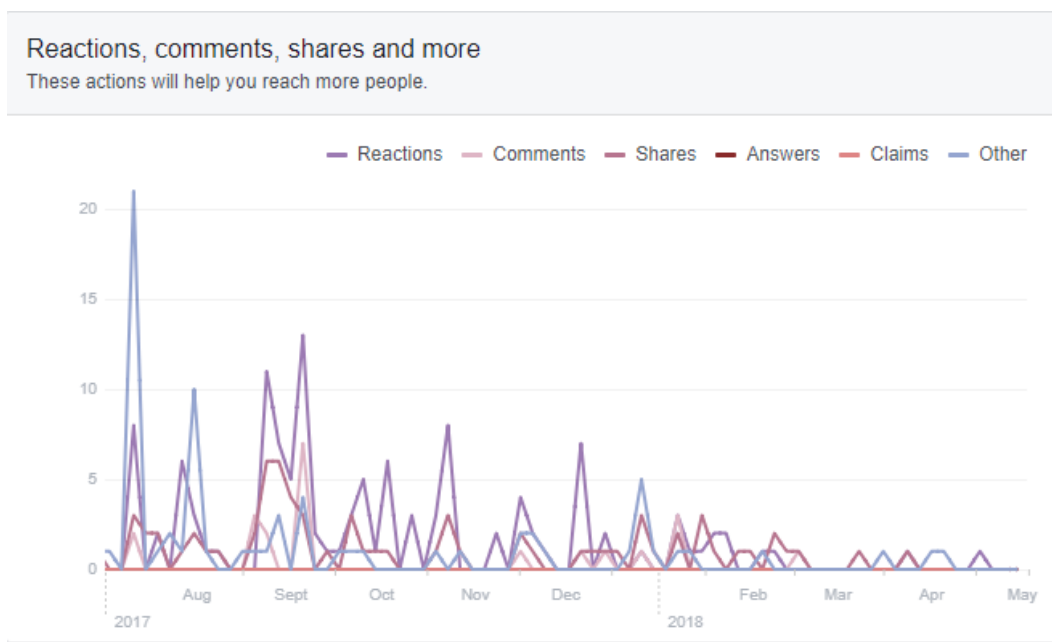


Figure 4 - History of reactions, comments and shares from July 2017 to current

Popular posts: These include posts with a large reach or high engagement. Posts of videos from the backgrounding and induction series were some of the most popular posts. A recent post from The Quarterly Feed about bunk scanning was also popular.


Feedlot Technology Adoption Group
 Published by Matt Norton - Premise [?] · 16 March ·

A new MLA project funded by grainfed levies is investigating automation of feed bunk management and has seen the development of a prototype sensor system to determine feed remaining in bunks. This article and more available in the latest copy of The Quarterly Feed. Contact Joe McMeniman, MLA for more info (jmcmeniman@mla.com.au).



Automated bunk scanner a reality | Meat & Livestock Australia

A prototype bunk scanner has been developed by Dr Stuart McCarthy and Daniel McLeod to determine the quantity of feed remaining in cattle feed bunks and...

MLA.COM.AU

Performance for your post

1,282 People Reached

22 Likes, Comments & Shares

18 Likes	16 On Post	2 On Shares
2 Comments	2 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

59 Post Clicks

0 Photo views	37 Link clicks	22 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

1,282 people reached **Boost Post**

Danielle Pogge, Abby Nortrup and 14 others 2 Comments 2 Shares

Like Comment Share

Figure 5 – A post sharing the bunk scanning article from The Quarterly Feed


Feedlot Technology Adoption Group shared a video.
 Published by Kate Johnston [?] · 6 October 2017 ·

Backgrounding and Induction: Socialisation of Cattle



Feedlot Backgrounding & Induction - Socialisation of cattle

05:25

846 Views

Feedlot Technology Adoption Group
17 August 2015 ·

Feedlot Backgrounding & Induction - Socialisation of cattle by Meat & Livestock Australia

Performance for your post

1,330 People Reached

297 Video Views

14 Likes and comments

14 Likes

0 Comments

134 Post Clicks

0 Link clicks	134 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

Your video is popular with men aged 25-34 **Boost Post**

Manuel De Gracia, Dante Salangsang and 12 others

Like Comment Share

Figure 6 – “Socialisation of Cattle”, a video from the MLA “Backgrounding and Induction” series.

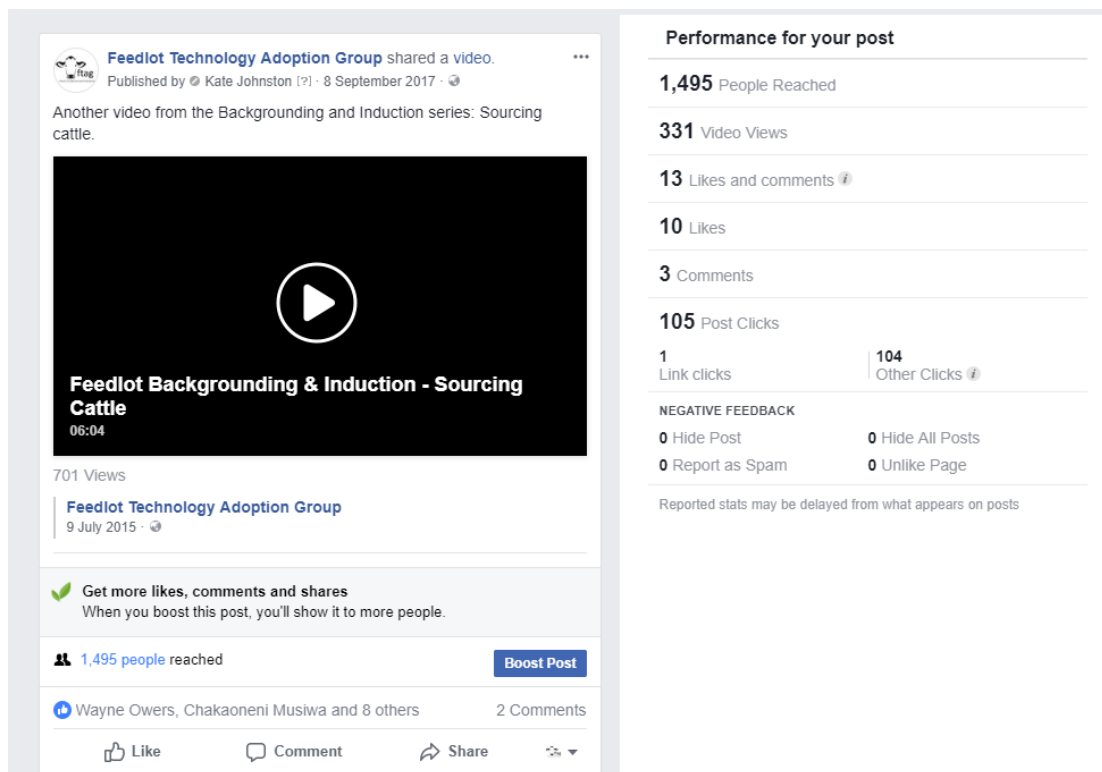


Figure 7 – “Sourcing Cattle”, a video from the MLA “Backgrounding and Induction” series.

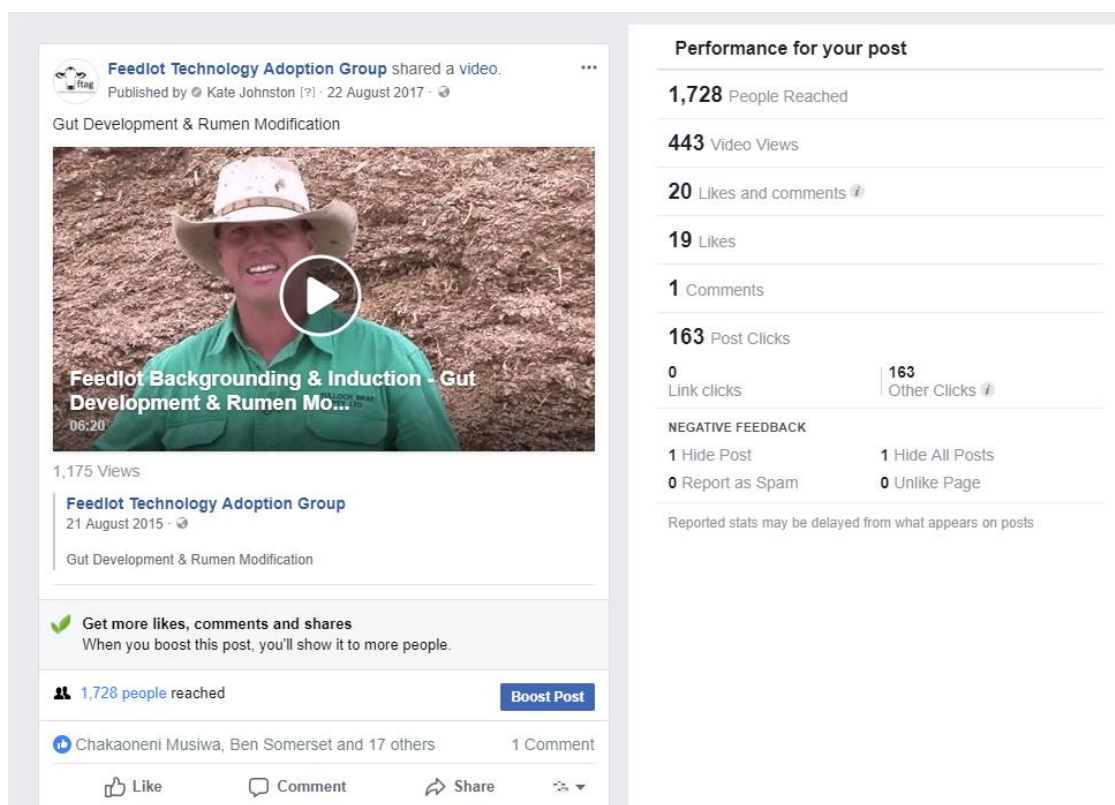


Figure 8 – “Gut Development and Rumen Modification”, a video from the MLA “Backgrounding and Induction” series. This had the highest reach in the reporting period.

4.2 YouTube

The FTAG YouTube channel currently has 305 subscribers and nearly 80,000 total views (of all videos) which peaked in October 2017 (Figure 9). This aligns with the sharing of the backgrounding and induction video series throughout September and October 2017. There was an increase of 30,000 total views from 50,000 and 173 subscribers from 132 since July 2017.

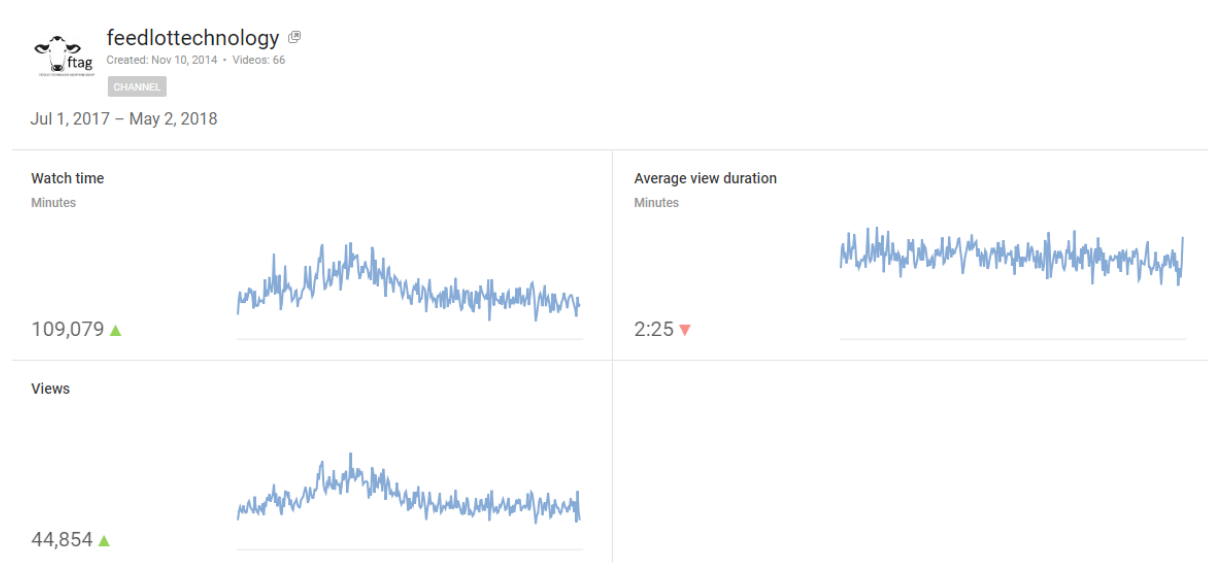


Figure 9 – Overview of FTAG YouTube analytics in the project period.

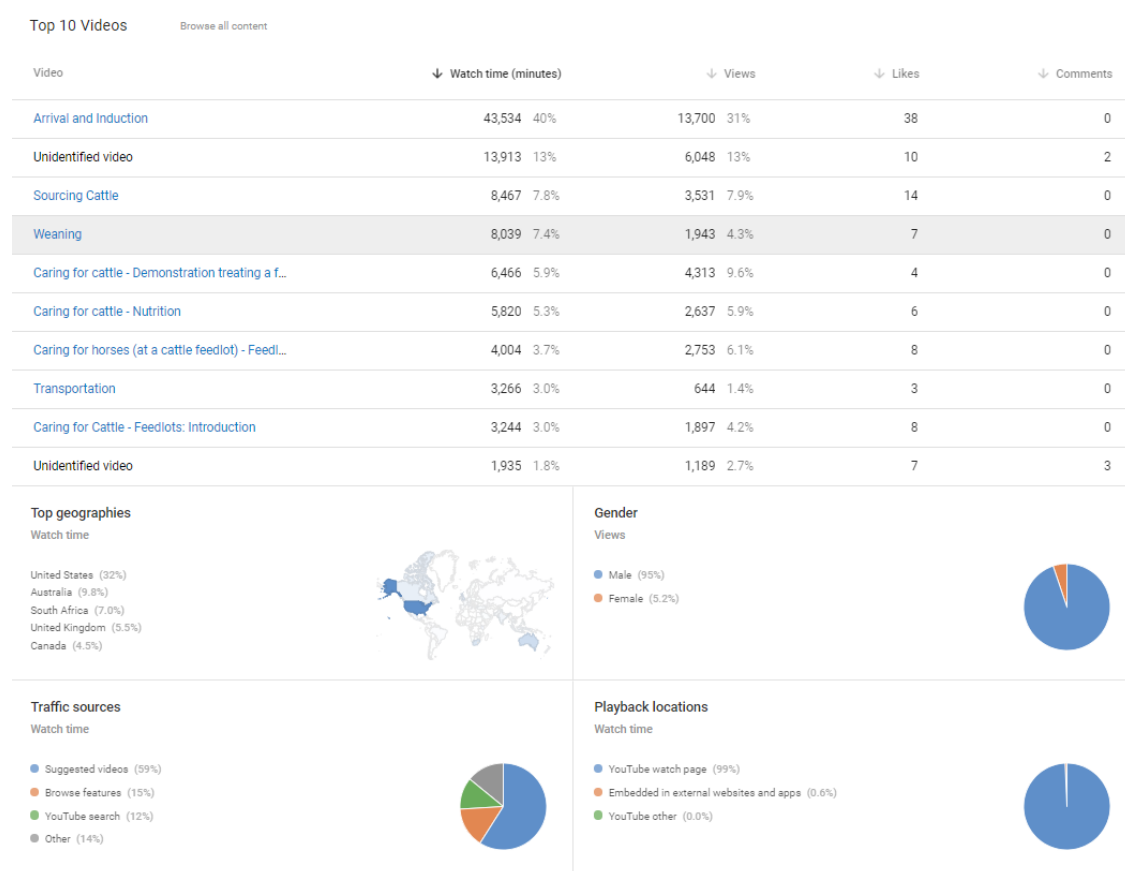


Figure 10 - YouTube analytics showing the top 10 videos and viewer demographics.

5 Discussion

5.1 Facebook Page

The FTAG Facebook page continued to be a very successful extension tool for the Feedlot Design Manual and the Waste Management and Utilisation Manual with every chapter of the Feedlot Design Manual shared in an individual post. Since 1 July 2017, Facebook followers have increased from 1,941 to 2,154 which represents a 11.2 % increase in followers. Although this does not meet the 20 % KPI set down in the project objectives, it exceeds the increase in followers of the previous year (8.5 %). This shows that the FTAG Facebook popularity is still increasing and that the 20 % (388 additional followers) was unlikely.

Consistent with previous years, videos were the most popular type of post even though no new content was produced. FTAG followers are generally most active in the evenings and, as such, the most successful time for new posts was in the afternoon and evening.

A new admin took over the FTAG page from July 2017 and, as a result of them sharing the page amongst their personal Facebook network, there was a significant increase in followers in July, August and September. This is another example of how crucial personal endorsement of the FTAG page is. Further personal endorsement from high profile industry members will result in further increases in the FTAG Facebook page popularity.

5.2 YouTube

The YouTube channel has seen a significant increase in both views and subscribers in the last year. The peak in views aligns with the sharing of the Backgrounding and Induction series and Caring for Cattle series on the Facebook page. The increase in activity represents a 60 % increase in views and a 131 % increase in subscribers. This far exceeds the 20 % KPI set as part of the project objectives. A very positive comment was made on the Socialisation of Cattle video saying thank you for producing the videos. There were no new videos for the feedlot industry produced by MLA.

6 Conclusions/recommendations

As the combination of these two social media platforms provides the biggest reach for FTAG information, it is crucial that further videos are produced for feedlots management and technology. Where video series on animal welfare issues are produced, they should be presented appropriately to be suitable for publication on social media platforms. If MLA or ALFA were to incorporate FTAG into their Facebook pages, posting of the Quarterly feed and periodic sharing of videos in the Caring for Cattle and Backgrounding and Induction video series would continue to disseminate information to the feedlot industry. These feedlot video series should be uploaded to the MLA or ALFA YouTube channel.

If FTAG remains a stand alone page, further endorsement from MLA and ALFA would help promote the page and increase followers. Additional new content from MLA or ALFA on feedlot design, management and technology would be hugely beneficial.

7 Key messages

- The FTAG Facebook page has shown a greater increase in followers this year compared to last year but did not reach the 20 % KPI
- The FTAG YouTube page has shown significant increases in views and subscribers which has far exceeded the 20 % KPI
- As videos are the most successful type of post on Facebook, new videos to accompany sections of the Feedlot Design Manual and Waste Utilisation Manual would boost the FTAG Facebook popularity and provide a succinct overview of the information within each chapter.
- If FTAG is to be incorporated into the MLA or ALFA Facebook pages, the various video series should be uploaded to their YouTube channels and the Quarterly Feed advertised via the MLA Facebook page.