

Feeling social?

If you want to have a greater impact in online conversations about your industry, here's a guide to best practice social media use.

Whether you're a social media spectator or active participant, there's tips, tricks and examples of how to turn your keyboard or smartphone into a tool to share the facts and your own story with the wider community.





Social media toolbox

Ensuring a balanced discussion online about red meat

Australians are pretty web savvy, with social media being our favourite online pastime. Out of the 6hr13m we spend online daily, 1hr46m is dedicated to social media. Given the time Australians spend in these environments, it shouldn't come as a surprise that discussions related to red meat should arise – much as they do for everything from parenting, school and the footy to civil rights, politics and more. However, the problem is – as with all topics – when the facts are drowned out by falsehoods.

Falsehoods over facts

In recent years, the phenomenon of 'fake news' has exploded, creating a global misinformation problem of significant proportions. It's breeding disharmony within communities, exacerbating social division and, at times, even endangering public health.



For discussions related to red meat, the industry often falls foul of falsehoods or misinformation relating to the environment, animal welfare and nutrition.

The red meat industry also faces misinformation challenges brought on by competing sectors, such as fake meats and alternative proteins.

At present, the red meat industry is underrepresented in these discussions. This can result in a very one-sided and inaccurate portrayal of the industry, with the narrative mainly being driven by pressure groups and/or those with a vested commercial interest.

Shining a light on shared values

While there are positive voices online championing red meat, they often speak to the product (cooking, taste) and not its environmental, nutritional or animal welfare credentials.

For example, few social media posts speak to the role red meat plays for families or communities (the red meat industry employs more than 400,000 people in Australia).

To help create a more balanced discussion on red meat, the industry needs its champions to:

1. proactively promote the credentials of the red meat sector, particularly across nutrition, environment and animal welfare
2. respectfully call out incorrect information posted by others, perhaps sharing a link to data/information that supports an alternate view.



In this guide, MLA brings together opportunities and best practice examples to raise awareness within social media about red meat's positive role in society.

Find us on social media

To ensure MLA content continues to appear within your preferred social media channels, make sure you regularly interact with, comment on and share content from MLA's social profiles, or they will stop appearing in your feed.



You can view a complete list of all MLA social media profiles at mla.com.au/social-media

What is MLA doing to help?

MLA creates and maintains a wealth of resources dedicated to arming stakeholders with the latest insights regarding the progress being made in the industry.

These resources help to shine a light on research, trends and case studies that demonstrate the excellent work being done across the sector to improve our environmental, nutritional and animal welfare credentials.

The resources adjacent are great places for you to discover and access the information you need to help engage and educate your community, both online and offline. There are images, infographics, videos, animations and other useful resources which you can share through your social networks to make your posts more impactful.



Australian Good Meat and Red Meat, Green Facts

goodmeat.com.au

[f @AUSGoodMeat](#) [@ausgoodmeat](#)

- An educational platform for consumers demonstrating the benefits of red meat.
- Home to an evolving collection of resources, such as infographics, animations, education materials and videos, which can be easily downloaded and shared on your social media platforms.

redmeatgreenfacts.com.au

- Developed for the red meat industry as a source of useful facts to share with the community.

Australian Grain Fed Beef

grainfedbeef.com.au

[f @AustFeedlots](#) [@grainfedbeef](#)

[@Australian Grain Fed Beef](#)

- Provides information on the production systems behind grainfed beef and information on the quality systems and product.

MLA Healthy Meals

mlahealthymeals.com.au

- Practical guidance on healthy eating in line with the *Australian Dietary Guidelines*.
- Offers data, insights and nutrition communications.

Carbon Neutral 2030 (CN30)

mla.com.au/cn30

- Outlines the details and the roadmap for achieving carbon neutrality by 2030.

Australian Beef Sustainability Framework and Sheep Sustainability Framework

sustainableaustralianbeef.com.au

[@BeefFramework](#)

[@Australian Beef Sustainability Framework](#)

[@australian-beef-sustainability-framework](#)

sheepsustainabilityframework.com.au

[@Sheep_Framework](#) [#sheepframework](#)

[#The Sheep Sustainability Framework](#)

[@sheep-sustainability-framework](#)

- Individual frameworks to track how the beef and sheep industries are performing against their 'sustainability scorecards'.

How can you help?

The best way for stakeholders to help create a more balanced view of the red meat industry online is to engage thoughtfully on the progress being made in the sector.

From a practical perspective, this can come to life in a variety of ways:

- create and share considerate content regularly on your experiences
- interact and share content from MLA’s social profiles
- respectfully challenge falsehoods online, providing evidence-based responses.

As Australians use multiple social media channels, the specifics of how interaction comes to life varies from platform to platform – this is covered throughout this toolbox.

However, broadly speaking, please do what you feel comfortable doing in the channels that you feel comfortable using. It’s also possible to gradually build up your activity over time if you’re pretty new to social media, or if you have been active for some time but tend not to interact too heavily.

For example, since Facebook is the most commonly used social network in Australia, below is an example of how your social media engagement could play out and build up over time.

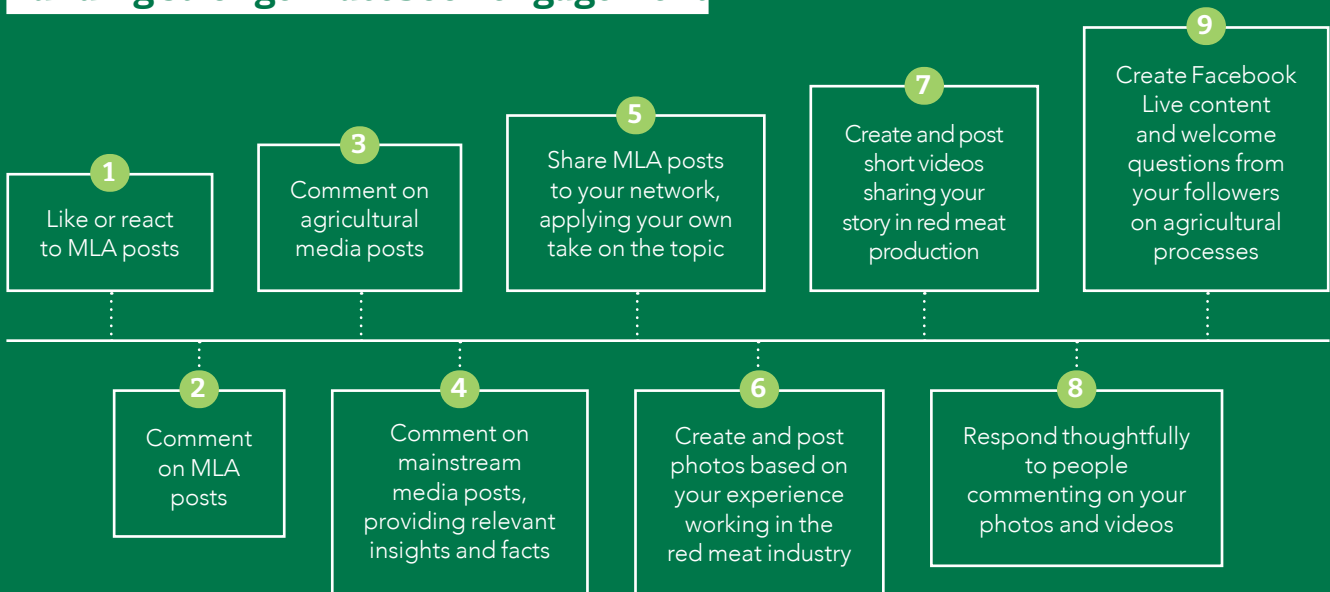
How long are Australians spending online?

The average time that internet users aged 16 to 64 spend on different kinds of media and devices each day:



Source: We Are Social, Digital 2021 Australia.

Building stronger Facebook engagement



We all have different comfort zones and interests, so do what you feel comfortable doing. Believe it or not, even just liking a post from MLA or another industry stakeholder can create a more balanced dialogue online.

Within social networks, interactions almost act like votes which influence the visibility of news stories, photos and videos online. On the next page, we explain in more detail how social environments rank and organise content.

What are social media algorithms and why do they matter?

Social media algorithms have attracted a lot of interest in recent years, becoming the source of countless news stories, political discussions and even movies.

Every social network has some kind of internal ranking or underlying organising principles that determine the content users experience in their personal feeds.

What influences ranking?

Some things influence ranking more than others, and some of the most important factors include:

- how often you interact with posts from friends, interest groups or profiles (friends and family are prioritised)
- if the type of post is something you often interact with (e.g. photo, video, link)
- the number of comments, likes, reactions and shares a post receives from the people and profiles that see it – bear in mind these posts are shared by the friends, interest groups or profiles you follow
- how recently something was posted.



Ranking helps create a personalised and diverse stream of posts from the people, news sources, businesses and communities you've connected with on the channel you're using.

Some factors have a smaller influence over what you see. For example, social networks also consider signals such as how fast your internet connection is right now or what kind of phone you're using (because this can affect how quickly things can load on your feed). These are just some of the many signals that may be considered for feed rankings.

Each social network ranks in a slightly different way, although the gist is similar throughout. This is why it's helpful for stakeholders to be on the front foot when discussing matters relating to red meat and engaging with MLA content online.

As we've already pointed out, the red meat sector is being somewhat drowned out online, with anti-meat groups and vested commercial interests heavily engaged in social media, which in turn unfairly skews the narrative and public opinion.

Stakeholders, and the industry at large, have great stories to tell, full of passion, pride and ingenuity. As an industry, we're making significant advances every year, whether it be environmentally or in matters relating to animal welfare. A positive approach to social media engagement can help shift the dial and present a fairer, more true to life and balanced discussion online.

Using hashtags to reach new audiences

A hashtag is a word or phrase preceded by the # symbol, such as #farmingAustralia.

Hashtags help make content discoverable within social networks and effectively reach more people. Hashtags offer a way for stakeholders to potentially reach non-agricultural audiences and broach environmental, nutritional or animal welfare subjects.

To join the discussion on environmental issues, for example, monitor relevant hashtags that others are using when discussing the topic. Likewise, consider using the internal search function in your social channel (see Instagram example on this page) to identify commonly used hashtags that may be appropriate to use.

Twitter, Instagram and TikTok are the most fruitful environments to use hashtags due to the open nature of those platforms. Although hashtags can also be used on LinkedIn and Facebook, the in-built privacy features limit their usefulness on these platforms.

Here are some examples of existing popular agricultural hashtags:

Instagram:

#AusAgmoments

#LifeontheLand

#aussiefarmers

#farmingAustralia

#australianagriculture

#aussieag

#thankafarmerforyournextmeal

Twitter:

#ausag

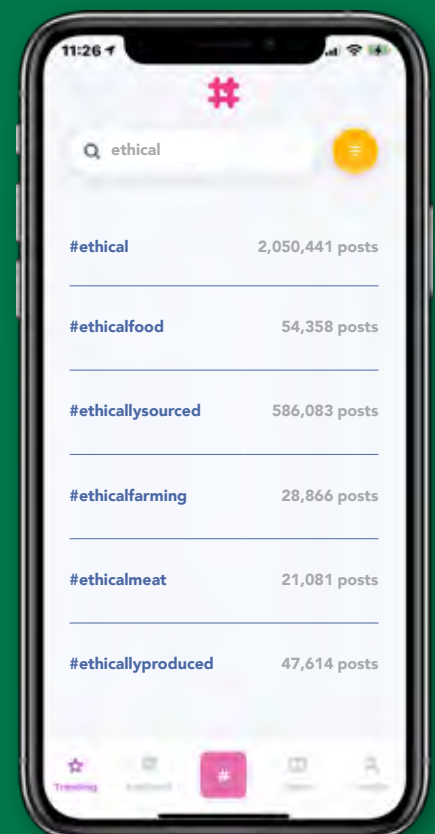
#agchatoz

MLA-supported:

#AustralianBeef

#AustralianLamb

#GoodMeat





Facebook dominates social media usage locally and globally

Facebook is the online environment where the greatest volume of discussions related to red meat will play out.

Alongside everyday users, the media relies on Facebook as a key channel to reach and engage audiences online. Therefore, it's an essential outlet to ensure an accurate and constructive discussion on matters relating to the red meat industry.

60%
of Australian Facebookers are aged 35 years or older

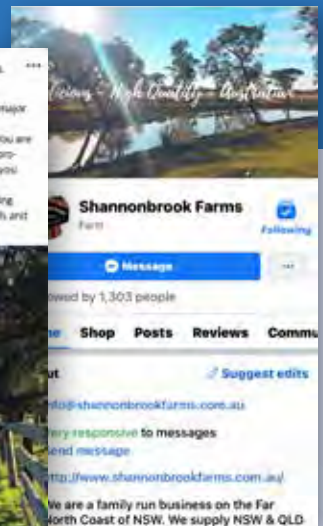


Best practice content sharing

Shannonbrook Farms @shannonbrookfarms

Shannonbrook Farms' posts balance stories related to educational content on raising livestock, day-to-day farm life and the challenges of modern farming, which is engaging for a non-agricultural audience.

This Facebook post explains very simply the thought and care that goes into raising livestock, gently educating the community on calving ease while highlighting a commitment to animal wellbeing.



Did you know?



16 million

Facebook is the leading social media network, reaching 16 million Australians.



35 mins daily

Users are estimated to spend around 35 min on Facebook daily.



2.7 million

While Facebook has 2.7 million 18–25-year-old users, younger audiences often prefer Instagram, TikTok and Snapchat.



Live content

On Facebook, live video and photos typically drive the highest reach and engagement.

Features for effective communication



Sharing news links and articles

- Share links to relevant news stories and articles. Look for these symbols on articles, browsers, and news apps for direct sharing to your social channels.
- Choose your sources thoughtfully.
- Provide your own thoughts on the news.
- Ask questions and encourage respectful debate.

Sharing images and photos

- Tell your story with regular snaps that illustrate your farming experiences.
- Pictures drive higher interaction on average than news links.
- Provide captions on your images for more context.
- Only share images that you take or have permission to use.

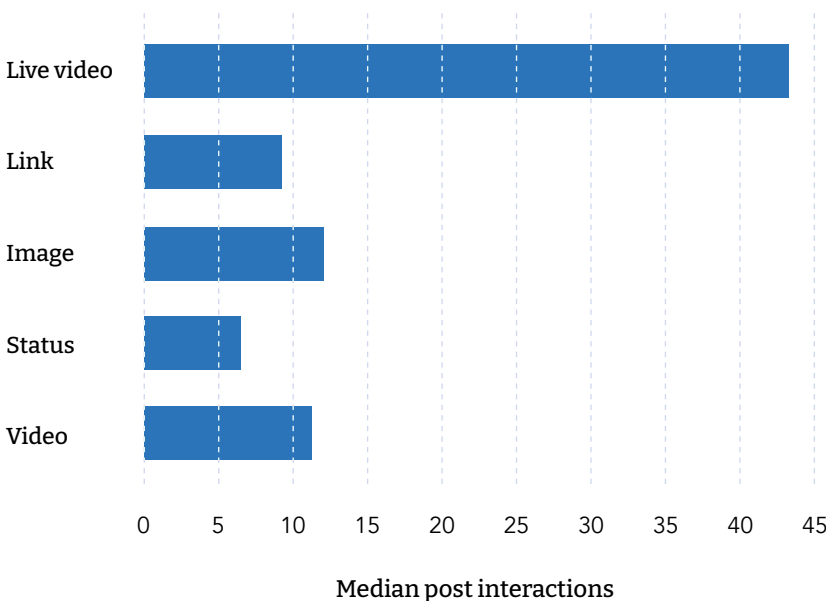
Creating and sharing videos

- Video is a great way to bring to life the reality of livestock production.
- Facebook videos are best shot upright, in vertical format.
- Capturing attention quickly is key for video, so cut to the chase.
- Be mindful that bad sound quality often puts off viewers.

Continued next page >>



Facebook organic interaction by post type



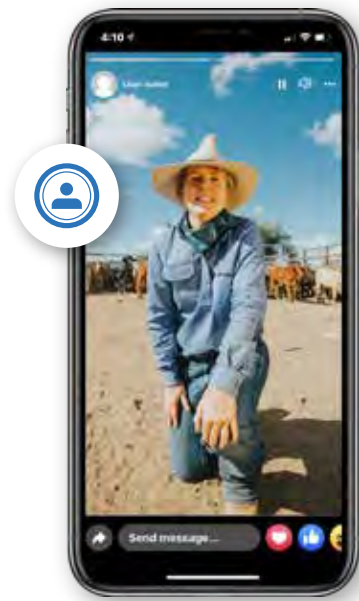
Sources: Facebook, eMarketer and Socialbakers.

Get social

Scan this QR code with your smartphone to access and easily share resources, images and animations which tell the facts about red meat.



Features for effective communication (continued)



Facebook Live

- Facebook Live is Facebook’s livestreaming video offering, perfect for capturing moments on the fly.
- Livestreaming on Facebook has boomed during the pandemic, with live video most closely mimicking in-person interaction online.
- Live broadcasting lends itself well to things like:
 - candid, real-life moments
 - Instructional, ‘how-to’ style content
 - unusual, rare or one-off style content
 - product reviews
- Facebook Live drives more interaction on average than other post types.

Facebook Messenger

- Facebook Messenger is one-to-one communication, akin to SMS or email.
- Facebook Messenger is for more private communication.
- If you wish to raise an objection with a Page, Messenger can be a good way to flag an issue.
- The bulk of interactions on Facebook now occur in this way.
- Sending a private message can be more effective than sparking an angry public exchange.

Facebook Stories

- Stories are full-screen, vertical images or videos.
- Stories are Facebook’s take on the popular Instagram feature.
- Stories have a short shelf-life and disappear after 24 hours.
- They can be shared directly from Instagram to Facebook when posted.
- Use Stickers and other Stories creative effects to stand out.
- Video content works well within Stories and can be up to 15 seconds long.



How to effectively engage on the subject of red meat

- Support content that you believe presents a fair and reasonable portrayal, by sharing, commenting or reacting on Facebook.
- Share the latest insights and research from MLA to present the real story of livestock and red meat production in Australia.
- For content which is sensationalist, unreasonable or inaccurate:
 1. report it to Facebook as such
 2. if it's from a page or publisher, comment or send a private message
 3. consider commenting and perhaps sharing accurate data from a credible, trusted source.
- Try and keep discussions on topic. Be constructive, objective and centred on progress being made by the industry.
- Avoid being drawn into arguments and know when to walk away from discussions if they become heated.
- While not everyone can be won around, be mindful that many more observers are passively watching the exchange, and judging both parties accordingly.



More advanced features

Video content on Facebook has seen a sharp uptick in performance recently. Facebook increasingly favours videos which drive viewer loyalty and watch time. Here's a summary of how to ensure video success:

- Produce and release video content consistently for best results, rather than ad hoc.
- Video retention and loyalty are important – aim to create content that is watched to completion.
- Ideally, Facebook is looking for video to be viewed for at least 60 seconds, preferably longer than three minutes.
- Use Playlists to organise video content and to encourage viewers to watch multiple clips.

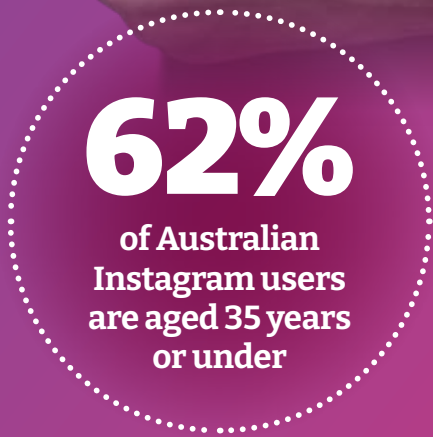




Instagram is a millennial haven

With a younger user demographic than Facebook, Instagram tends to lean into topics such as health, wellness and sustainability more than news. In recent times, Instagram has begun to shift its focus more towards video content and entertainment, however its heritage is in photography, food, design, lifestyle and beauty.

As a result of this, Instagram claims that creativity, visual beauty and uplifting content are three attributes that resonate strongly with users. For maximum impact, ensure these characteristics are present when creating and sharing content related to red meat.



“ We’re no longer a photo-sharing app, or a square photo-sharing app. The number one reason people say they use Instagram in research is to be entertained... we’re trying to lean into that trend, into entertainment and into video. ”

Head of Instagram, Adam Mosseri, July 2021.

Best practice content sharing

Smithfield Cattle Company @smithfield_cattle_company

Smithfield Cattle Company uses great photos from their day-to-day life to demystify the feedlot industry, telling the story of operating a family-owned feedlot where animal wellbeing is central to everything they do.



Did you know?



13 million

Instagram reaches 13 million users in Australia.



Carousels are king

Carousels (posts with multiple photos or videos) drive considerably higher interaction than other features (see graph).



Don't forget hashtags

A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.

Features for effective communication

Feed

- Instagram Feed posts have historically driven the highest reach.
- Within Feeds, photos tend to perform better than video. Instagram video comes to life better elsewhere.
- Carousels (a post with multiple photos or videos) are best for interaction and a great way to tell a story over multiple frames or to share large images.
- Be sure to use detailed captions on posts, and make the most of relevant hashtags; this provides a significant boost in discoverability.



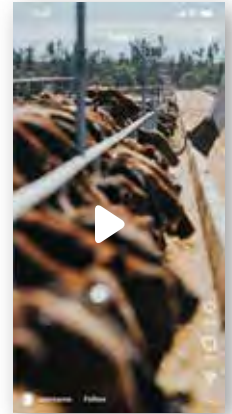
Stories

- Instagram Stories are full-screen, vertical images or videos.
- Stories have a limited 24-hour shelf-life and lend themselves well to behind-the-scenes style content.
- Whereas Feed posts tend to be a little staged and showy, Stories should ideally be less polished and true to life.
- Instagram Stories can be up to 15 seconds long, so video can work better here than in the main Feed.
- Make good use of Story Stickers to boost interaction. For example, the new Polls sticker is popular for driving responses.



Reels

- Reels are short-form videos that are commonly 15 or 30 seconds long, although they are to be extended in due course to one minute plus.
- Cloned from TikTok in 2020, Reels are now central to the Instagram app and widely considered to be the future of the platform.
- Make good use of popular Instagram camera effects, such as Green Screen for example, to improve Reel engagement and generate standout.
- Instagram ideally looks to favour Reels that are entertaining or funny, so it pays to keep the focus on your short-form videos light.

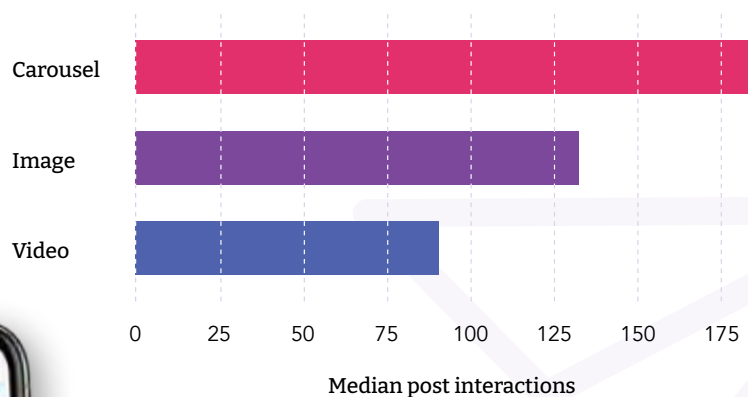


More advanced features

- For best results on Instagram, create and distribute content across all placements regularly, such as Feed, Stories and Reels.
- Consider using Instagram Live to further enhance results.
- Use Instagram Live to interact and engage with followers, to share your own candid experiences or to help explain elements of your job in the agricultural industry.
- To share links to a website or blog from your Instagram profile, use services such as Linktree or Later.com which make it easier to share multiple links at once.



Instagram organic interaction by post type*



Sources: Instagram, Socialbakers and Later.com





The world's largest professional social network

You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

Given its more business-like profile, LinkedIn makes fertile ground for sharing information and educating users about research and the facts of red meat production. LinkedIn also tends to be quite a reserved and corporate environment; therefore, a respectful and professional demeanour is highly advisable at all times.

LinkedIn is well suited to share and challenge news articles related to the agricultural sector. Even though news is popular on Facebook, it tends to skew more tabloid, whereas on LinkedIn, more technical news topics often work well for fostering discussion. Given LinkedIn's broad user base in Australia (and beyond), it also offers a positive opportunity to reach and engage audiences beyond typical networks.

3.6 million
LinkedIn users in Australia are interested in agriculture and farming

Best practice content sharing

Robert Mackenzie, MACKA'S Australian Black Angus Beef

NSW beef producer Robert's touching post perfectly captures the nurturing spirit of Australian producers and encapsulates their genuine love of animals. The post is down-to-earth, relatable, and can reach beyond just those in the industry to create a connection with the community, building trust.



“ We once again saw record engagement as LinkedIn’s 756 million members use the network to connect, learn, create content, and find jobs. Conversations increased 43%, content share was up 29%, and the hours on LinkedIn increased by 80%. ”

Satya Nadella, Microsoft Chief Executive*, April 2021.

Did you know?



12 million

LinkedIn has more than 12 million members in Australia.



60% users

60% of LinkedIn's users are aged between 25 and 34 years old.



81 jobs a second

On LinkedIn, there are 81 job applications submitted every second.

Source: LinkedIn

Features for effective communication

Posting on LinkedIn

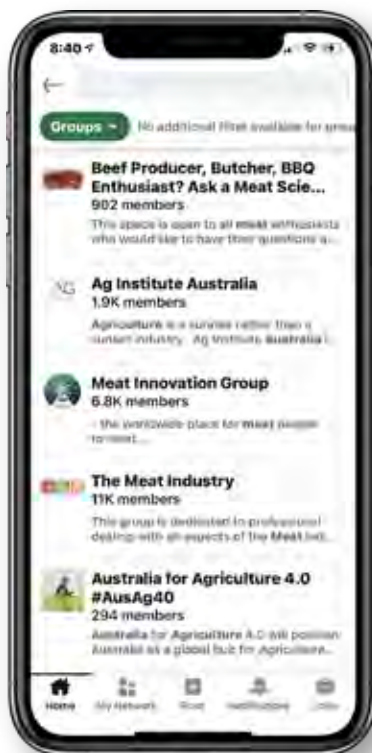
- LinkedIn is looking for quality insights and fresh perspectives based on your knowledge, expertise or observations.
- Use photos or videos in posts to draw people into your content and to bring your posts to life.
- For best results, try and share consistently on LinkedIn, as this helps you build stronger relationships with your network.
- Given LinkedIn's strong interpersonal focus, respond to commenters and engage with others' posts with a comment or share to drive chatter.

LinkedIn Groups

- LinkedIn Groups provide a place for you to network with people in your industry or with similar interests, sharing insights and experiences.
- It is possible to create Groups from scratch to suit your requirements, or you may join an existing Group.
- Once you're a Group member, you can join conversations, find answers and send message requests to other Group members.
- Groups can offer an effective route to engage with non-agricultural audiences on LinkedIn relating to advances in sustainability, technology and environmental matters within the red meat industry.

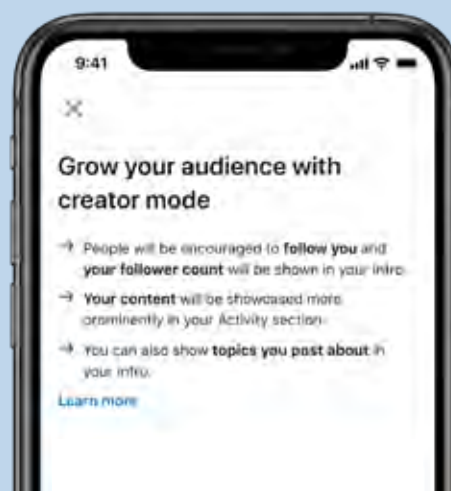
Livestreaming on LinkedIn

- LinkedIn Live is LinkedIn's livestreaming video feature, similar to Facebook Live.
- Livestreaming has snowballed in popularity on LinkedIn since its 2019 launch. According to LinkedIn, Live video now generates:
 - 24x more comments than regular LinkedIn video.
 - 7x more reactions than regular LinkedIn video.
- To use LinkedIn Live, users have to go through a brief application process, whereby there are basic criteria that must be met, such as an audience base of more than 150 followers and recent sharing of original content.
- Once you get the green light, your next step is to choose a third-party broadcaster tool, of which there are several options. Zoom, WebEx and Microsoft Teams have recently been added.
- As with other forms of live broadcast, choosing an appropriate application for LinkedIn Live is key. It lends itself particularly well to high-value information, such as live presentations, insights and analysis, tips and best practices.



More advanced features

Introduced in 2020, LinkedIn Creator profiles were introduced for those wanting to stand out within their industry. Creator profiles are more prominent within LinkedIn and have high visibility. Switching to creator mode also puts you first in line for new content creation tools as and when they launch, which helps generate greater reach.



Tell us what you post about

Select the topics you post about to establish your voice for potential followers.

Topics

You can add up to 5. At least 1 is required.

- #aussielamb x
- #sheep x
- #sharethelamb x
- #lamb x

+ Add topics

Show topics on my profile intro



Among social networks in Australia, Twitter is something of a stalwart within the ag sector

Red meat industry stakeholders use Twitter to source news, follow research and connect with industry. However, while Twitter is an important channel, Twitter lacks the broad user base in Australia that it enjoys in the US and UK.

As a result, Twitter can be somewhat of an echo chamber where industry stakeholders are "Tweeting to the converted" for discussions related to red meat production. Reaching non-industry audiences on Twitter requires a more open-minded approach to content creation and interaction.

Twitter can also be quite an angry and confrontational environment, which achieves little for producers to win hearts and minds. Try to keep your tone light and positive, and familiarise yourself with the moderation features overleaf to reduce trolling and keep discussions constructive.

It is estimated **69.2%** of Australian Twitter users are male

Best practice content sharing

Adam Coffey @AdamCoffeyNT

Adam, a Queensland beef producer, effectively brings his story to life on Twitter and thoughtfully engages the Twittersphere on animal welfare, climate action, agricultural science and more. His positive and genuine posts engage users from all walks and backgrounds. For example, this video is heartfelt, fair and relatable to all.



Did you know?



206 million

Worldwide, Twitter has 206 million daily active users.



2.9 million

Twitter only reaches around 2.9 million Australians.



Pinterest and Snapchat

are larger than Twitter in Australia.

Sources: Twitter, Hootsuite and We Are Social

Broadening Twitter's audience appeal

1. Twitter is a polarising environment, where users tend to pick a side on an issue and resort to throwing jibes at 'the other side'.
2. To reach more non-agricultural audiences, look for common ground with other users rather than differences, and focus more on creating content and interacting around these themes.
3. Similarly, a constant stream of Tweets and Retweets of news articles is of little interest to those outside of industry.
4. Include more images and video in posts to vividly tell your story, while also ensuring your Tweets are more eye-catching.



Tweeting

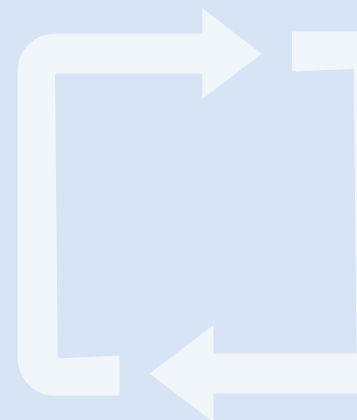
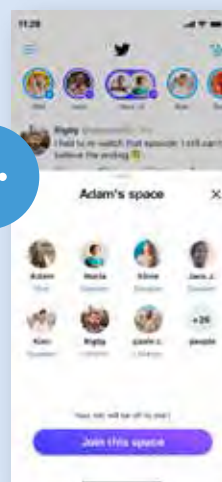
- A Tweet can contain text, photos, a GIF and/or video. Tweets appear in the Home timeline of anyone who is following the sender.
- Within the last few years, Twitter increased Tweet character counts from 140 to 280 characters. Studies suggest Tweets with about 240–260 characters seem to perform better.
- Don't just publish a Tweet and sign off. When your Twitter presence becomes conversational, you'll increase engagement and grow your follower base.
- Retweeting and replying to other users' Tweets is an excellent way to get on the radar of people you'd like to engage with. It also encourages people to interact with you.

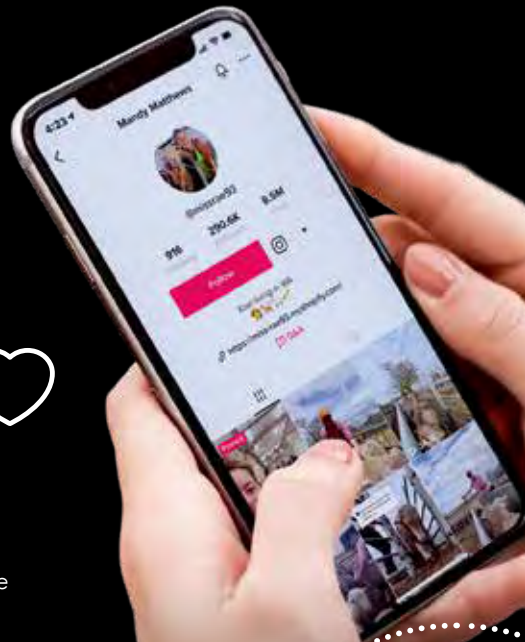


More advanced features

Twitter Spaces

- Launched in 2021, Twitter Spaces are a new way to have live audio conversations on Twitter. They could almost be considered like hosting a live podcast or radio show.
- To create a Space, hold down the Tweet compose icon on your Home timeline and then tap the new Spaces icon (multiple circles forming a diamond shape) on the far left. Or, tap on your profile image at the top of your timeline.
- For now, all Spaces are public and anyone can join any Space as a listener unless you've blocked the account. If you create a Space or are a Speaker in a Space, your followers will see it at the top of their timeline.





TikTok is a phenomenon

Since its launch in 2017, TikTok has exploded onto the scene and now has around 750 million monthly active users.

TikTok allows users to create, edit and share short-form video clips that are jazzed up with filters and accompanied by the latest music trends. While this premise may not sound particularly appealing to all internet users, it has proven highly successful with younger audiences.

Farming content on TikTok has been a surprise hit, with younger producers presenting the industry in a whole new light. These younger users have won legions of fans and unlikely advocates with their irreverent and highly engaging take on life.

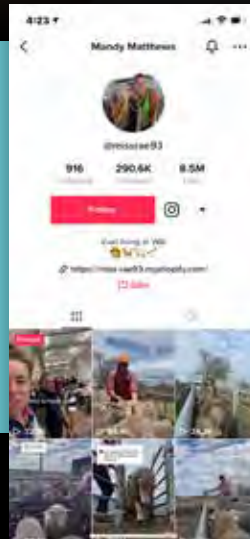
Successful agricultural content on TikTok is entertaining, uplifting and positive. In effect, providing not only an existing blueprint for how others can also do well on TikTok, but perhaps the seeds for success in engaging audiences constructively on the subject of red meat production in other social media channels.

80%
of TikTok
users are aged
under 35

One to follow

Mandy Matthews, sheep producer @MissRae93

Mandy consistently produces quick and engaging videos showing her day-to-day life on the farm. She does a great job educating non-agricultural audiences on why animal husbandry is essential to looking after livestock. Mandy openly and calmly answers questions from non-rural people, and takes advantage of TikTok features like music, edits and text overlays to boost relevancy.



Did you know?



4.5 million

TikTok has an estimated 4.5 million users in Australia.



89 minutes

89 minutes per day is the average time spent per user.



19 times per day

A typical user opens the app 19 times per day.

Sources: Facebook, eMarketer and Socialbakers.

Features for effective communication

Creating TikToks

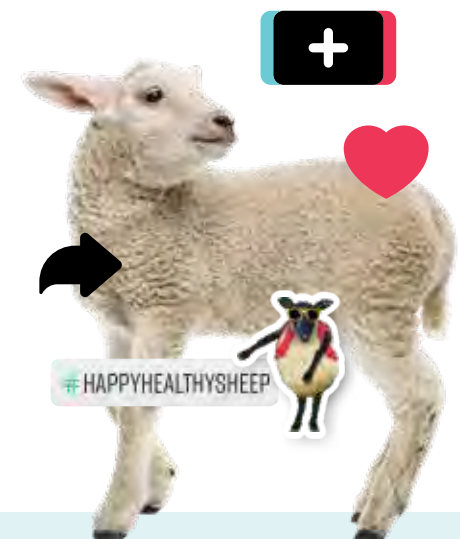
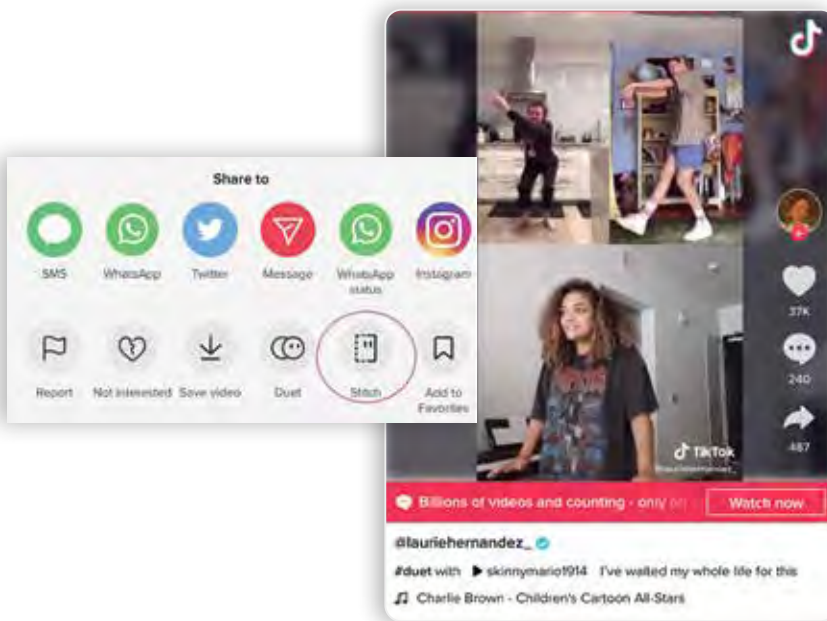
- TikToks are short-form videos, originally either 15 or 60 seconds in length. In recent times they have been extended up to three minutes.
- TikTok offers a wealth of video editing and production tools that can be used to make content more engaging and entertaining.
- Successful producer and farming accounts tend to focus on humour and education and don't take themselves too seriously.
- Harnessing TikTok trends is essential for growing reach and relevancy, so do not shy away from working these trends into your videos where appropriate.

Camera effects and sounds

- TikTok offers a wealth of camera effects, from green-screen backgrounds to flashing light disco effects.
- Effects are used to customise and add details to TikTok videos. Effects can be added before and after you record a video, but some effects are only available before recording, and others are only available after.
- Using Trending Sounds (and all Sounds) on TikTok helps bring your content to the next level.
- From Kath and Kim audio clips to trending songs, you can find whatever you want in the Sounds Library.

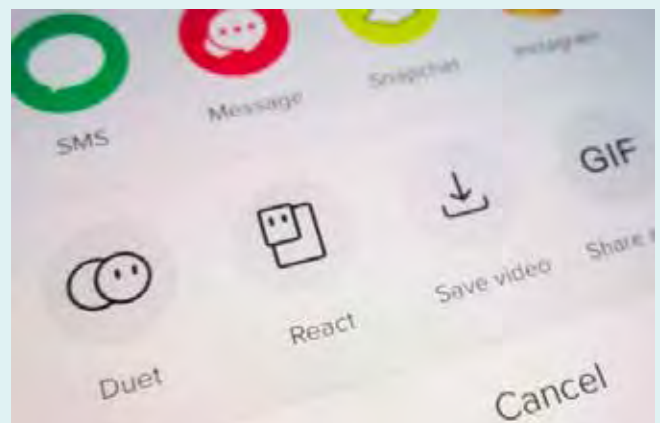
Collaboration: Duets and Stitch

- Duets allow you to build on another user's video on TikTok by recording your own video alongside the original as it plays. It's a creative format for:
 - interacting with others' videos
 - building on existing stories.
- Responding to false claims related to farming is a popular means of using Duets on popular agricultural TikTok accounts.
- Stitch allows users the ability to clip and integrate scenes from another user's video into their own:
- Like Duet, Stitch is a way to reinterpret and add to another user's content, building on their stories, tutorials, recipes, lessons and more.
- Every video made with Stitch attributes the original creator in the new video's caption, and the caption attribution links directly to the original, clipped video.



More advanced features

- Use the Discover tab in TikTok to research trending topics, themes and camera effects. You can then work these themes into your own content.
- Interacting with your followers is an effective way to build engagement and to reach new followers. Sometimes TikTokers will create response videos to specific questions or comments from their audience.
- TikTok content can be reworked and repurposed across other social media channels, most notably Instagram Reels.
- However, note that Instagram will reduce the distribution for short-form videos with the TikTok watermark, so remove this before reposting.





Tips, tricks, dos and don'ts

Respectfully engaging on red meat

As we have highlighted throughout this toolbox, there are ample opportunities to tell great stories about Australian red meat production on social media, whether it be creating short TikTok videos, photo carousels on Instagram, or sharing MLA posts on Facebook.

Similarly, myths abound online related to red meat, and social media channels offer an excellent avenue for stakeholders to help set the record straight, by sharing and referring others to the latest evidence-based research and insights on the industry's impact within Australia.

However, while the majority of social media users will hopefully find this useful food for thought, there will inevitably be those who do not.

Sadly, for some internet users, sensible discourse and debate is no longer possible and, as such, discussions and behaviour can deteriorate. Not only that but various topics are now drawn along cultural or political lines, further heightening emotions online.

While it only takes a second to post a Tweet or Facebook post, the implications of something fired out in anger can potentially reverberate for some time, with a real-world impact, as mounting social media defamation lawsuits demonstrate. Therefore, it is best not to indulge those incapable of calm discussion.

Australia's 'moveable middle'

There are very clearly camps of Australians vehemently opposed to what red meat represents, irrespective of what our industry's stakeholders do or do not say.

While this is not an insignificant number of people, a far greater number of Australians sit more in the middle on issues related to red meat. This 'moveable middle' is the group that stakeholders should prioritise to engage and better educate.

When considering how and where to engage online, let this group be your priority instead of picking fights with anti-meat factions on LinkedIn, for example. Focus instead on our shared values, and strive for finding commonalities rather than sources of division.

Examples of respectfully engaging online around shared values

"Animal welfare is front and centre of what we do, because a productive industry hinges on having animals that are happy and healthy."



Hugh Dawson, head stockman, 'Beetaloo Station', NT

"You can care about the planet and animals, and also nourish your body well. The two are not mutually exclusive."



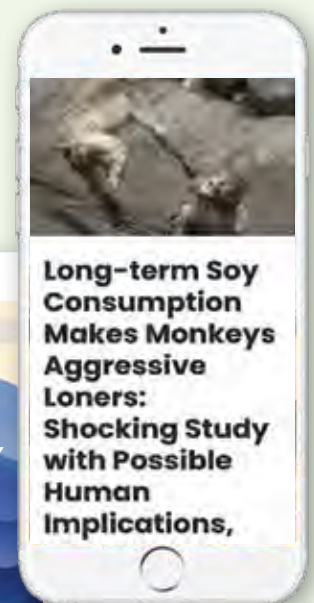
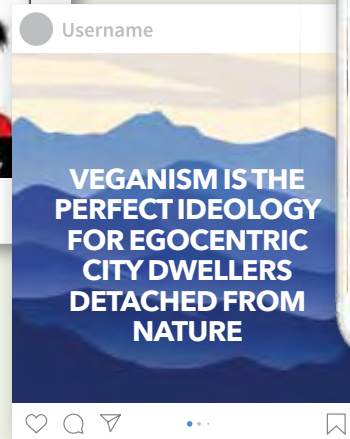
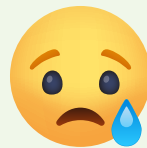
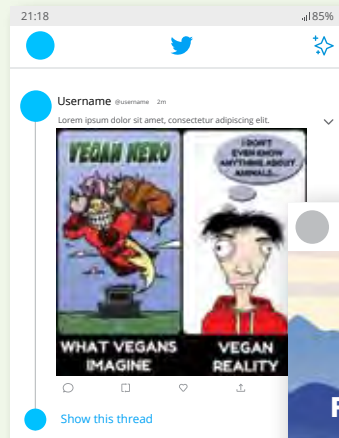
Shan Cooper, health and wellness influencer

Turn to page 2 of this *Feedback* for more tips on engaging with the 'moveable middle' and identifying shared values to guide meaningful conversations.

Disrespectful interaction does not win hearts or minds

Picking fights and denigrating the beliefs of others in social media does nothing to help Australian red meat. Positive, inspiring, heart-warming or educational content expressed through the eyes of stakeholders has the power to sway a vast body of everyday Australians who occupy the middle ground.

It is also worth noting that most consumers are unfamiliar with standard agricultural practices and might find some husbandry practices confronting, even when intended well. So, do be mindful of this when trying to educate the 'moveable middle'.



Useful social media moderation features

Social networks offer various means to keep users safe from antisocial behaviour. Here's a summary of useful features on each of the platforms featured in this toolbox.



	Block accounts	Block is a feature that helps you control how you interact with other accounts on Twitter. This feature helps people in restricting specific accounts from contacting them, seeing their Tweets, and following them.
	Muting options for words and hashtags	You might see content in Tweets you'd like to avoid. Twitter gives you the option to mute Tweets that contain particular words, phrases, usernames, emojis, or hashtags. Muting will remove these Tweets from your notifications and from replies to Tweets.
	Hidden Tweet replies	You have the option to hide replies to your Tweets, and can unhide a reply at any time. When you hide a reply, the author of the reply will not be notified.
	Blocking	When you block someone, they will no longer be able to do things such as tag you or see things that you post on your timeline.
	Privacy checkup	This checkup guides you through some of your privacy and security settings so you can review your choices to help make sure that you're sharing with who you want to share with.
	Blocking	Blocking users disables them from viewing your videos or engaging with you through direct messages, comments, follows or likes.
	Comment filters	If you turn on 'filter all comments', comments on your videos will be hidden unless you approve them.
	Blocking	You can block a member from viewing your profile as elsewhere.
	Disable or limit comments on posts	If comments are disabled after you share a post, any existing comments on that post will be deleted. You can also limit commenting abilities to your 1st-degree connections (connections only) before or after sharing a post.

Dos and don'ts

- ✓ **Engage in a way that you feel comfortable.**
- ✓ **Set your own narrative and tell your story.**
- ✓ **Share insightful content from trusted sources.**
- ✓ **Listen before you seek to be understood.**
- ✓ **Keep reactions and replies constructive.**
- ✓ **Pick and choose your battles.**
- ✓ **Appreciate that differences of opinion are okay.**
- ✗ **Don't play out disagreements in public.**
- ✗ **Don't get drawn into pointless arguments.**
- ✗ **Don't make personal attacks.**