

Introduction to social media

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**2.5 billion
smartphone
users now**

**5 billion
mobile phone
users by 2019**

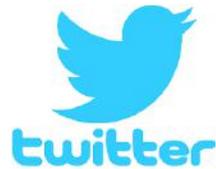
Social Media: Main Players



2005



2006



2009

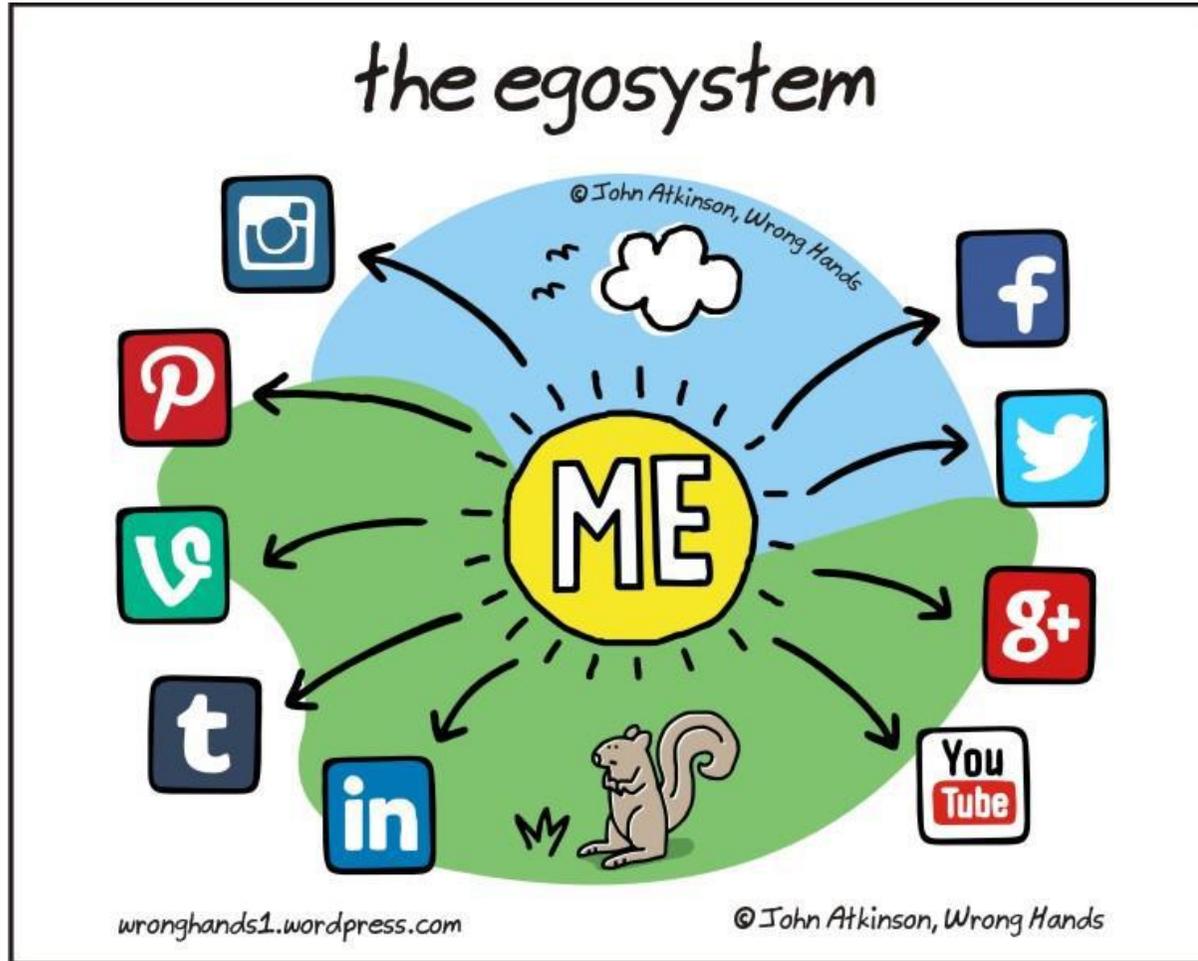


2012



2014

Social Media: Main Players



Dealing with Dioxin (2008) V Horsemeat (2013)



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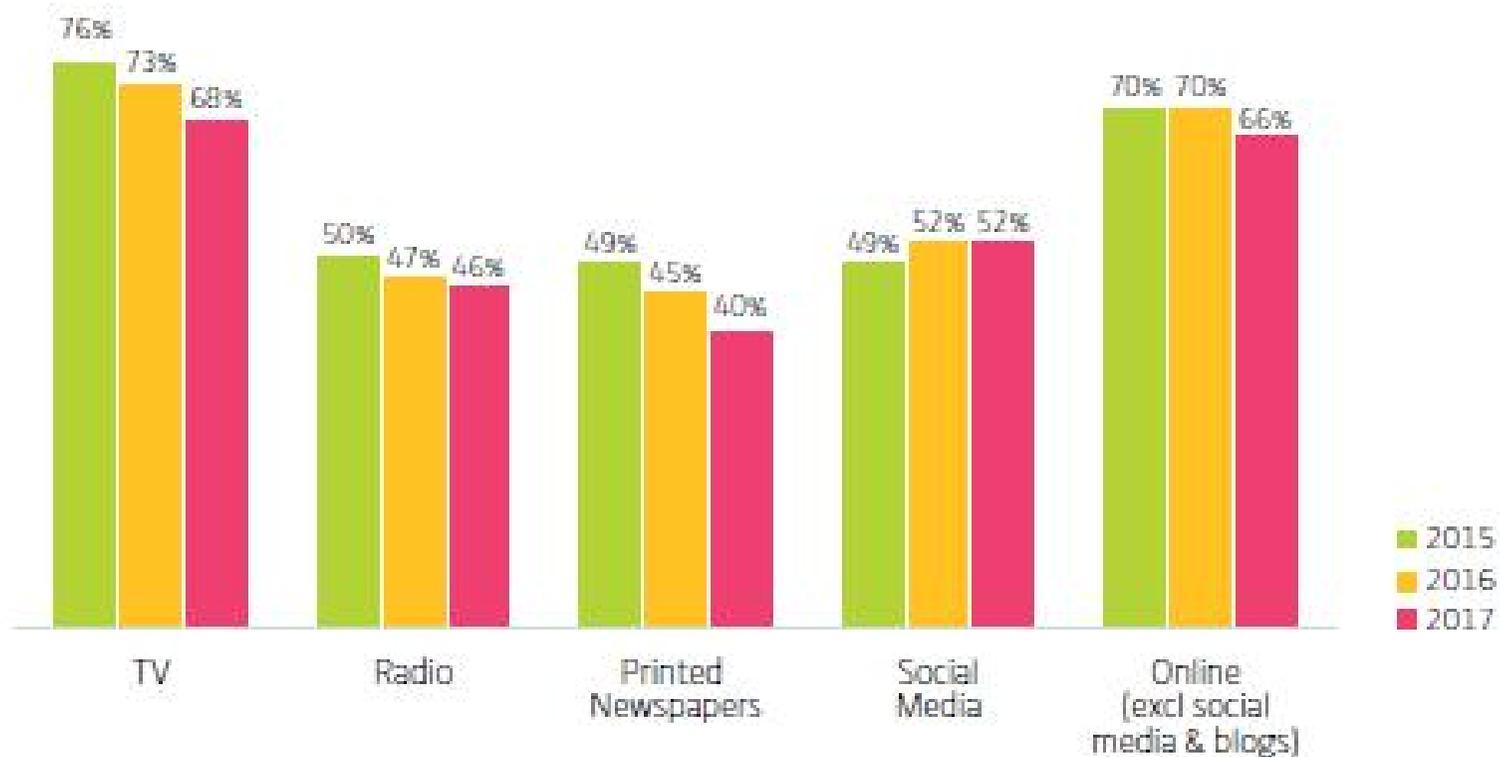
Consumption



- ✓ Smartphones – game changer for traditional media
- ✓ Falling readership, circulation figures across national print media
- ✓ Specialised papers and online publishers on the rise
- ✓ Irish consumers still v. interested in news
- ✓ 2017 study: 80% of Irish consumers check news at least once a day
- ✓ Younger consumers most frequently – 58% citing several times a day

News Sources

73 percent of 18-24 year olds are using social media as their news source



Which, if any, platforms have you used in the last week as a source of news?

Source: DCU &
Reuters

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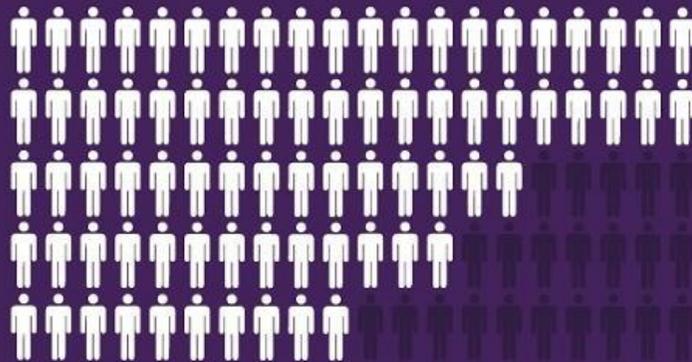
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Time Poverty

- ✓ Busy lives – who has time to read a paper?
- ✓ Scanning headlines more popular than reading feature articles
- ✓ Reuters / DCU media study: 31% categorised as ‘traditionalists’ who still read a paper, listen to the radio or watch the news



2017 CONNECTED IRELAND



80%

**TOTAL INTERNET
PENETRATION**

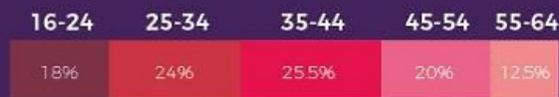
Privacy Concerns

21% of Irish users have used a VPN when going online

49% of internet users have used a private browsing window

34% of internet users have used ad-blocking tools in the past month

Age profile of internet users



Gender profile of internet users



Shopping

buying products online



Facebook – The World’s Largest Newsroom

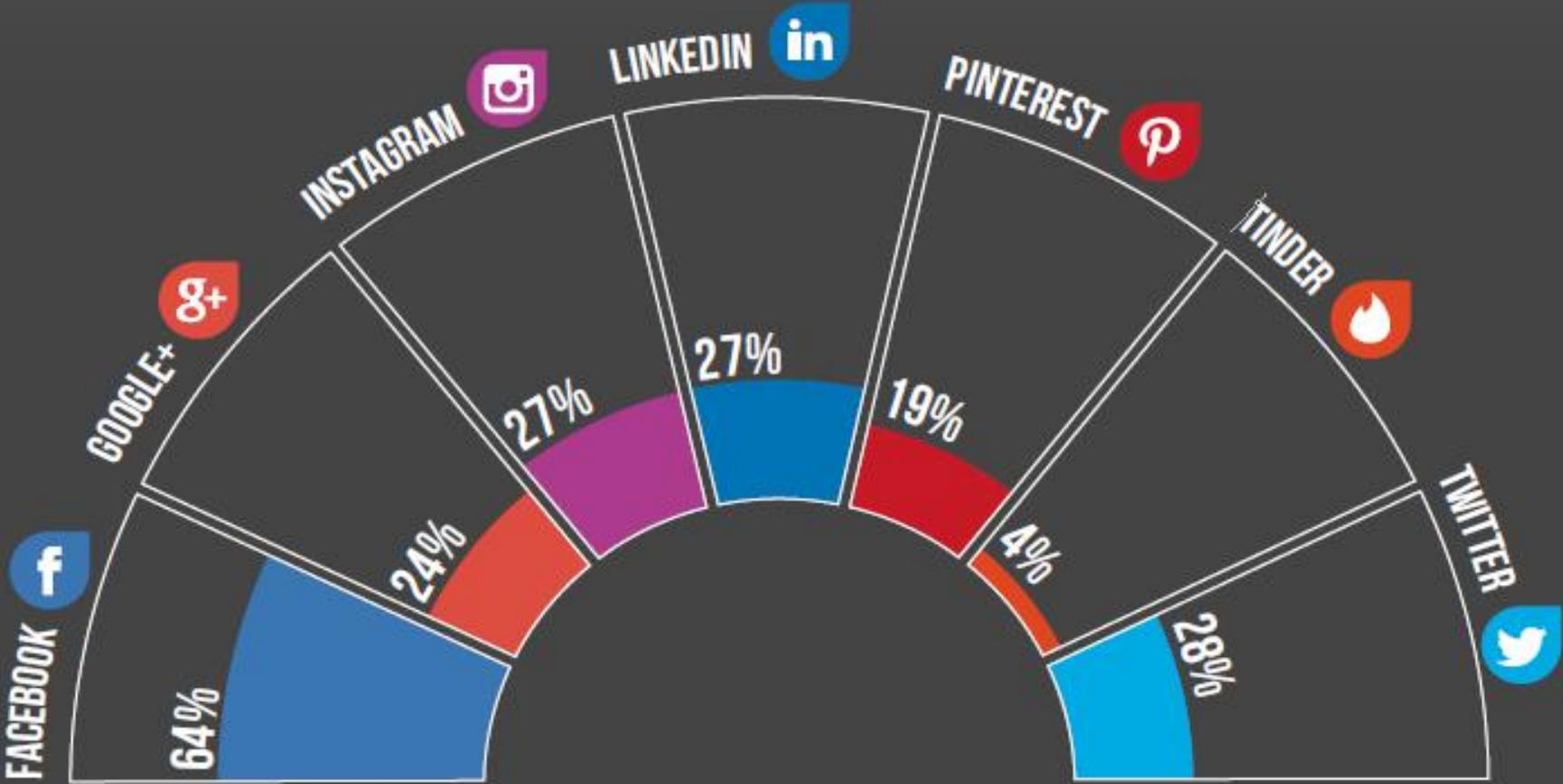


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ACCOUNT OWNERSHIP

% SOCIAL NETWORKING ACCOUNT OWNERS IN IRELAND - AUG 2017



Source: IPOS

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DAILY USAGE

OF THOSE WHO HAVE AN ACCOUNT WITH THE SOCIAL NETWORKING PLATFORMS BELOW, % THAT USE IT DAILY



FACEBOOK



71%
(-1)



INSTAGRAM



55%
(-1)



TWITTER



36%
(-3)



GOOGLE+



24%
(+4)



LINKEDIN



12%
(+1)



PINTEREST



19%
(+8)

() = CHANGE SINCE APR 2017

Source: IPOS

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Why would YOU use social media - personal use

✓ Keep in touch/up to date

- With family and friends
- With latest news



Why would YOU use social media - business use

✓ To promote your business

- To promote sales
- To promote awareness of your business

Alan Gilbert
1 November · 🌐

Evening light as the autumn draws into winter at Gilberts ' Orchard.



The Apple Farm

23 November at 14



Cornelius Traas added 2 new photos.

22 November at 13:29 · 🌐

We have our Christmas Hampers for sale again in our Farm Shop. They range in

Why would YOU use social media - promote your personal brand

- ✓ Wexford farmer James McCormack
- ✓ 'Snapped on the Farm' 165,000 followers on Facebook and 50,000 on Snapchat



Hopefully you'll have a better Friday than Darragh Fitzpatrick did



"There I fixed it"

Credit: James Paisley

Why would YOU use social media - promote your personal brand

- ✓ Suzanne Crampton – social media tripled her income
- ✓ 14 000 followers on Twitter
- ✓ Small flock of zwartbles sheep
- ✓ Highlighted her breeding stock, meat, woollen blankets, yarn, calendars and greeting cards on an international stage.

News - Sheep farmer set to share her story of how social media trebled her farm income



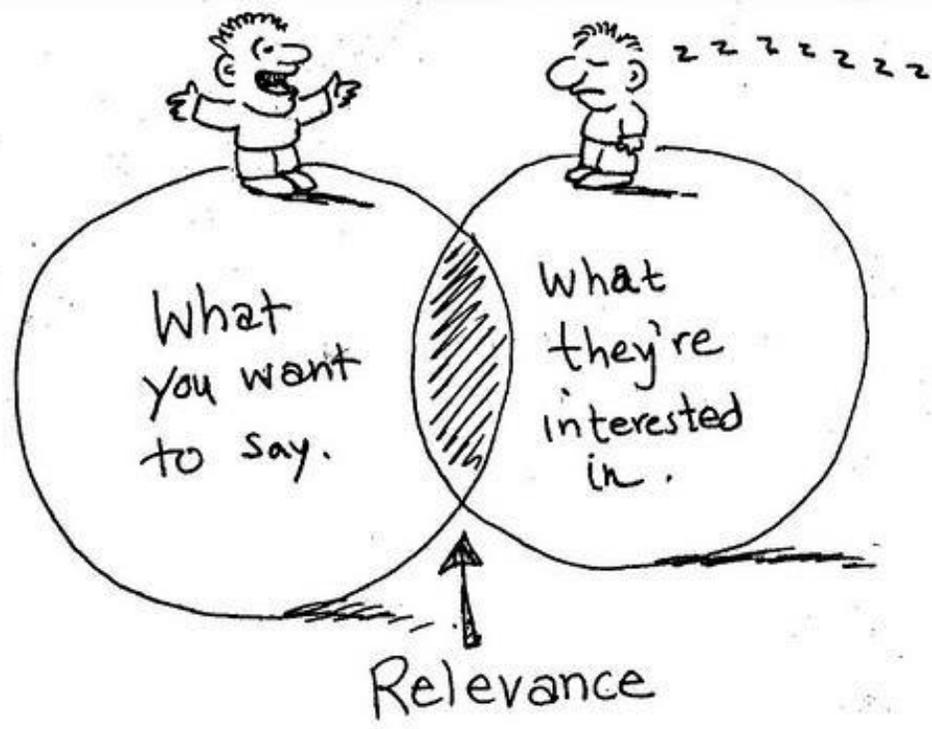
How do you start?

- ✓ Do it yourself
- ✓ Get a company to do it for you

Content is king

- ✓ Regular updates
- ✓ Pictures
- ✓ Video





Things to consider

- ✓ It takes a lot of time
- ✓ There are very few rules



Thank you!

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