



Blogging and Twitter made simple – a practical introduction to social media

**Friday 24 February 2012, 9.30am to 11.30am
DPI Ellinbank Research Centre, Warragul**

Learn how to tell your story to consumers without turning your farm into a tourist attraction. This practical two-hour workshop has been added to the agenda for the Australian Dairy Conference (February 20-24 at Warragul, Gippsland) and is open and free to everyone - delegates and non delegates alike.

Dairy farmer, Marian Macdonald will explain how and why she is using social media to bridge the urban/rural divide from the comfort of her own home.

Workshop Content

- Discover how to harness social media tools such as Twitter to benefit your business
- Hear the benefits of joining a supportive online community of farmers around the world and
- Learn the golden rules of blogging with useful do's and don'ts.

Who

For anyone in agriculture curious about social media or with a passion for bridging the urban/rural divide.

When

9am registration and morning tea for 9.30am start.

Hosts

The workshop will be led by Milk Maid Marian - dairy blogger Marian Macdonald supported by Dairy Australia's Robert Cumbrae-Stewart and Julie Iommi.

Please RSVP by 17 February to: esther@estherprice.com.au or 08 9525 9222 and see www.australiandairyconference.com.au for more details about the Australia Dairy Conference.



**AUSTRALIAN DAIRY
CONFERENCE LTD**

Australia's premier dairy conference