

## APPENDIX B

### RESOURCES & LINKS

*A quick guide of links and Web resources mentioned throughout this guide:*

#### Learn about RSS:

- <http://tinyurl.com/OFBFsocialmedia>

#### Facebook Resources:

- **Create an Official Business Page or a group:** [www.facebook.com/pages](http://www.facebook.com/pages) - Click “Create Page”
- **Use Facebook from your phone:** [www.facebook.com/mobile](http://www.facebook.com/mobile)
- [www.facebook.com/OhioFarmBureau](http://www.facebook.com/OhioFarmBureau)
- [www.facebook.com/OurOhio](http://www.facebook.com/OurOhio)
- [www.facebook.com/TownHallOhio](http://www.facebook.com/TownHallOhio)

#### Linking Twitter and Facebook:

- **Selective Tweets Facebook Application:** [www.facebook.com/selectivetwitter/](http://www.facebook.com/selectivetwitter/)
- **Link Facebook updates to Twitter:** [www.facebook.com/twitter](http://www.facebook.com/twitter)

#### Stories and Resources of How Farmers are Using Social Media:

- **Michele Payn-Knoper’s Ag & Social Media Resources:** <http://bit.ly/MPKresources>
- **Maize Valley Winery and Farm Market:** <http://www.maizevalleywinery.com/>
- **Dial Dairy Facebook:** <http://www.facebook.com/pages/Dial-Dairy-Farm/76599047524>
- **AgChat.org:** <http://agchat.org>
- **Farmers Defend Way of Life with Facebook, Twitter:** <http://bit.ly/FarmersDefend>
- **Genuine Grassroots movement rattles Aussie Winemaker:** <http://bit.ly/YellowFailBlog>

#### Third-Party Twitter Applications:

- **TweetDeck (Desktop and iPhone):** <http://www.tweetdeck.com>
- **Seesmic (Desktop and Browser-based):** <http://desktop.seesmic.com/>
- **HootSuite (Browser-based):** <http://www.HootSuite.com>
- **Twitter for BlackBerry (mobile):** <http://bit.ly/Twitter4BlackBerry>
- **UberTwitter (BlackBerry):** [www.ubertwitter.com](http://www.ubertwitter.com)
- **Tweetie (iPhone):** <http://www.atebits.com/tweetie-iphone/> or download Tweetie from the iPhone App Store
- **Browse 3,000 Twitter applications and tools:** [www.oneforty.com](http://www.oneforty.com)

#### Twitter Resources:

- **Follow Farmer list of more than 700 Ag Twitter users:** <http://bit.ly/FFarmer>
- **Twitter Business Guide:** [www.business.twitter.com/twitter101](http://www.business.twitter.com/twitter101)
- [www.twitter.com/OhioFarmBureau](http://www.twitter.com/OhioFarmBureau)
- [www.twitter.com/OurOhio](http://www.twitter.com/OurOhio)
- [www.twitter.com/BuckeyeFarmNews](http://www.twitter.com/BuckeyeFarmNews)
- [www.twitter.com/TownHallOhio](http://www.twitter.com/TownHallOhio)
- **Link shortening:** <http://bit.ly>

#### YouTube Channels:

- [www.youtube.com/OhioFarmBureau](http://www.youtube.com/OhioFarmBureau)
- [www.youtube.com/OurOhio](http://www.youtube.com/OurOhio)

*Download this social media guide at <http://tinyurl.com/OFBFsocialmedia>*