National Equine Conference

AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

'Building on the strengths of the Irish Horse'

The Irish Agriculture and Food Development Authority

Embracing New Technology

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Equine Specialist Advisor

Social Media

- Facebook
- Youtube
- Linkedin
- Twitter

twitter

- The 'SMS of the Internet'
- Online social networking/micro blogging service
- Send and read text-based posts of up to 140 characters, informally known as "tweets".

- Is a business related social networking site
- It's mainly used for professional networking
- Linkedin reports more than 120 million registered users in more than 200 countries and territories.

- Video sharing website
- Users can upload, view and share videos
- Most of the uploads have been by individuals
- More than 3 billion views a day!!

facebook

- 800 million active users world wide
- Research has shown that 50% of Irelands population over the age of 15 is now on facebook – approximately 2 million users
- Average Friend count in Ireland is 160

Facebook - Ireland

- Over 2m monthly active users in Ireland
- Over 3.3 billion monthly page views
- Over 65% of users return to site daily
- 160 average no of friends on Facebook
- Over 1m users access Facebook on mobile in Ireland
- Over 85% of users come back to Facebook every week

http://www.facebook.com/

Google

Edit   View   Favorites   Tools   Help

Favorites   Web Slice Gallery ▾

Welcome to Facebook - Log In, Sign Up or Learn More

Page ▾   Safety ▾   Tools ▾

facebook

Email

Password

Log In

☐ Keep me logged in   Forgot your password?

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex: ▾

Birthday: Month: ▾   Day: ▾   Year: ▾

Why do I need to provide my birthday?

Sign Up

Create a Page for a celebrity, band or business.

File   Edit   View   Favorites   Tools   Help

Favorites   Web Slice Gallery ▼

(1) Waterford Sport Horse Breeders Group

🏠 ▼ 🔊 ▼ 🖃 🖶 ▼ Page ▼ Safety ▼ Tools ▼ ❓ ▼

facebook   Search 🔍   Declan Mc Ardle | Find Friends | Home ▼

Waterford Sport Horse Breeders Group   👍 Like   Create a Page

Amateur Sports Team

You and Waterford Sport Horse Breeders Group

👥 Ruth Fennell likes this.

💬 Wall

📋 Info

👥 Friend Activity (1+)

📷 Photos

Wall   Waterford Sport Horse Bre... · Everyone (Most Recent)

Share: 💬 Post   📷 Photo

Write something...

About

Established in 2009

36

like this

Likes

Eventing Ireland

Eventing IRE

Create a Page

Add to My Page's Favorites

Get Updates via RSS

Report Page

Waterford Sport Horse Breeders Group   ✕

Don't forget the Teagasc Nation Equine Conference - Tuesday the 15th of November at Teagasc Centre, Moorepark, Fermoy, Co.Cork. Line up includes Oliver Townend, Robert Splaine, VDL Stud - Holland, Edward Doyle and Alison Corbally. Chairs include Noel Cawley, Damien McDonald and Brendan McArdle. Pre booking is essential, call Helen Mc Nulty on 091-845217

Like · Comment · Share · October 28 at 2:29pm · 🌐

Waterford Sport Horse Breeders Group

Thinking of doing a profile of members and their stock with this years foals and what they have for sale. contact John Walsh 086-8584500 if you want to be included and we will get some pictures up on our page .Also could members hit our page and make some posts of what is happening in your neck of the woods we must work this together to make it work . jw

Like · Comment · Share · September 2 at 10:28am · 🌐

👍 2 people like this.

People You May Know   See All

Catherine O Driscoll

3 mutual friends

👥 Add Friend

Dixie Collins

4 mutual friends

👥 Add Friend

Sponsored   See All

Flight deals

AF/

Air France offers not to be missed on www.airfrance.ie. Click here.

Online Slot Machines

gametwist.net

Play Sizzling Hot Deluxe Online and other popular games on Gametwist.net. Register for free and

👤● Chat (2)

🌐 Internet   🔍 ▼ 🔍 100% ▼

Facebook

- Have a Business page
- Promote your stock
- Photos
- Videos
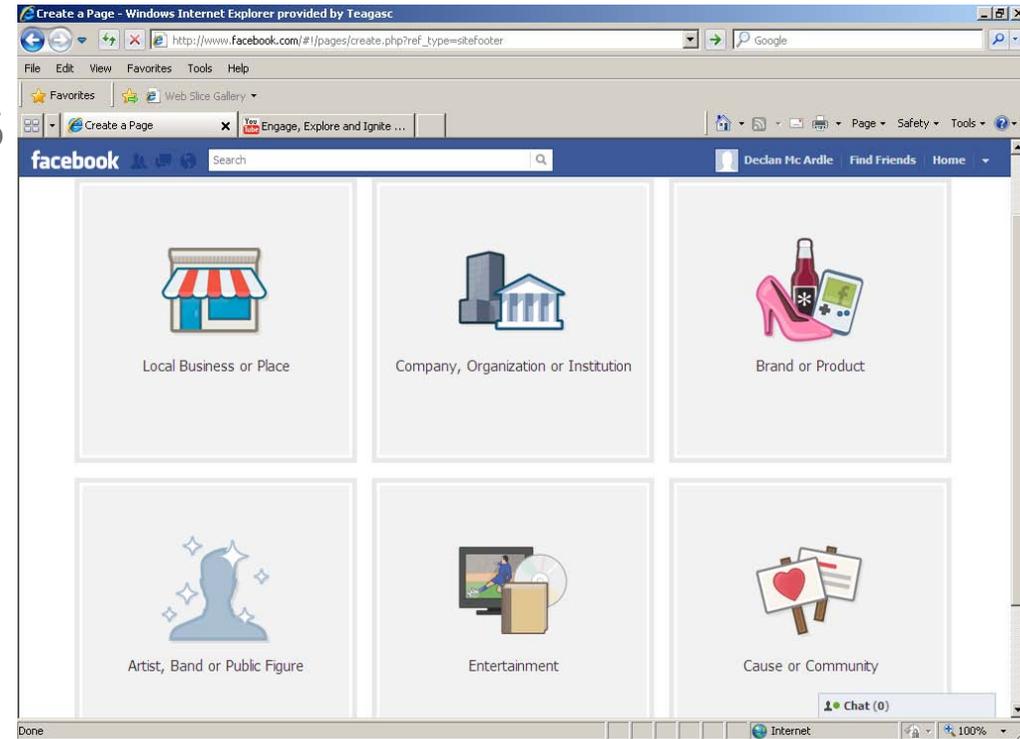
facebook   Search   Declan Mc Ardle   Find Friends   Home

Facebook Ads

Reach over 800 million people where they connect and share

Create an Ad

or contact our sales team

Overview   Case Studies

Your ad

Share   Like

18

Reach Your Target Customers

- Connect with more than 800 million potential customers

- Choose your audience by location, age and interests

- Test simple image and text-based ads and use what works
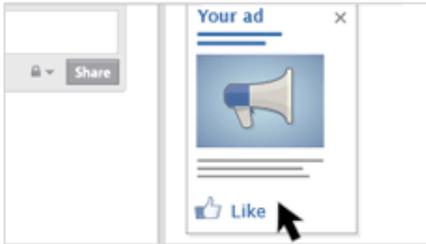
Deepen Your Relationships

- Promote your Facebook Page or website

- Use our "Like" button to increase your ad's influence

- Build a community around your business

Control Your Budget

- Set the daily budget you are comfortable with

- Adjust your daily budget at anytime

- Choose to pay only when people click (CPC) or see your ad (CPM)

Already have a Facebook Ads account? **Manage your existing ads** ▸

To learn more, **visit our Guide to Facebook Ads** ▸

Chat (1)

File   Edit   View   Favorites   Tools   Help

Favorites   Web Slice Gallery

http://www.facebook.com/ads/create/

Google

(1) What do you want to advertise?

Page   Safety   Tools

facebook   Search   Declan Mc Ardle   Find Friends   Home

💬 **Advertise on Facebook**

1. Design Your Ad   Select Existing Creative   Design Your Ad FAQ

Destination: External URL   [?]

URL: www.sedonastables.ie   **Suggest an Ad**   [?]

Title: Irish Sport Horses   [?]
7 characters left

Body: Quality irish sport Horses for sale. Bred from the best performance bloodlines to compete at the highest level in Show Jumping   [?]
9 characters left

Image: Browse...   [?]

Preview:

Irish Sport Horses

Quality irish sport Horses for sale. Bred from the best performance bloodlines to compete at the highest level in Show Jumping

Done   Internet   100%

facebook 👥 💬 🌐 ¹   Search 🔍   👤 **Declan Mc Ardle**   **Find Friends**   **Home** ▾

Location

Country: [?] | Ireland ✕ |

⦿ Everywhere

○ By City [?]

Demographics

Age: [?] | 25 ▾ | - | Any ▾ |

☐ Require exact age match [?]

Sex: [?]   ⦿ All   ○ Men   ○ Women

Interests

Precise Interests: [?] | #Horse ✕ | #Equestrianism ✕ | Horseback Riding ✕ | +
| #Horse breeding ✕ | #Horse breed ✕ |

Suggested Likes & Interests

☐ #Cattle   ☑ Horseback Riding
   ☑ #Equestrianism   ☐ #Lion
      ☐ #Goat   ☐ #Beer

| **Refresh Suggested Interests** |

Switch to Broad Category Targeting [?]

➕ Show Advanced Targeting Options

| **Continue** |

Estimated Reach [?]

34,240 people

- who live in **Ireland**
- age **25** and older
- who like **#Horse**, **#Equestrianism**, horseback riding, **#Horse breeding** or **#Horse breed**

File   Edit   View   Favorites   Tools   Help

Favorites   Web Slice Gallery ▾

(1) What do you want to advertise?

Page ▾   Safety ▾   Tools ▾

facebook   Search   Declan Mc Ardle   **Find Friends**   **Home**   ▾

3. Campaigns, Pricing and Scheduling   Ad Campaigns and Pricing FAQ

Account Currency

Euro (EUR)

Account Time Zone

Country/Territory   Ireland

Time Zone   (GMT) Dublin Time

Campaign & Budget

Campaign Name: My Ads

Budget (EUR):   50   Lifetime budget   [?]

What is the most you want to spend over the campaign's scheduled time period? (min 1.00 USD)

Schedule

Campaign Schedule: ☐ Run my campaign continuously starting today

11/12/2011   at   12:00 am   Dublin Time   12/12/2011   at   12:00 am   Dublin Time

Pricing

Based on your targeting options, Facebook suggests a bid of **€0.42** per click. You may pay up to this
much per click, but you will likely pay less.
Note: Tax is not included in the bids, budgets and other amounts shown.

Set a Different Bid (Advanced Mode)

Review Ad   ✉ Questions about creating your ads?

Estimated Reach [?]

34,240 people

▪ who live in **Ireland**
▪ age **25** and older
▪ who like **#Horse**,
  #Equestrianism,
  horseback riding, **#Horse**
  breeding or **#Horse breed**

⚠ Error on page.   🌐 Internet   ⊕ 100%

facebook   Search   Declan Mc Ardle   **Find Friends**   **Home**   ▾

Country: [?] | Ireland ✕ | | United Kingdom ✕ |

Demographics

Age: [?] | 25 ▾ | - | Any ▾ |

☐ Require exact age match [?]

Sex: [?]   ⦿ All   ○ Men   ○ Women

Interests

Precise Interests: [?] | #Horse ✕ | | #Equestrianism ✕ | | Horseback Riding ✕ | +
| #Horse breeding ✕ | | #Horse breed ✕ |

Suggested Likes & Interests

☐ #Cattle   ☑ Horseback Riding
   ☑ #Equestrianism   ☐ #Lion
      ☐ #Goat   ☐ #Beer

Refresh Suggested Interests

Switch to Broad Category Targeting [?]

⊞ Show Advanced Targeting Options

Estimated Reach [?]

381,940 people

■ who live in one of the
  countries: **Ireland** or **United
  Kingdom**
■ age **25** and older
■ who like **#Horse**,
  #Equestrianism,
  horseback riding, **#Horse
  breeding** or **#Horse breed**

Continue

Facebook © 2011 · English (US)   About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

File   Edit   View   Favorites   Tools   Help

⭐ Favorites | 👍 e Web Slice Gallery ▾

e (1) What do you want to advertise?

🏠 ▾ 🔊 ▾ 🖂 🖶 ▾   Page ▾   Safety ▾   Tools ▾ ❔▾

facebook 👥 💬 🌐¹   Search 🔍   👤 **Declan Mc Ardle** | **Find Friends** | **Home** ▾

3. Campaigns, Pricing and Scheduling   *Ad Campaigns and Pricing FAQ*

Estimated Reach [?]

381,940 people

- who live in one of the countries: **Ireland** or **United Kingdom**
- age **25** and older
- who like **#Horse**, **#Equestrianism**, horseback riding, **#Horse breeding** or **#Horse breed**

Account Currency
Euro (EUR) ▾

Account Time Zone
Country/Territory Ireland ▾
Time Zone (GMT) Dublin Time ▾

Campaign & Budget

Campaign Name: My Ads

Budget (EUR):   50   Lifetime budget ▾ [?]
What is the most you want to spend over the campaign's scheduled time period? (min 1.00 USD)

Schedule

Campaign Schedule: ☐ Run my campaign continuously starting today
📅 11/12/2011 at 12:00 am Dublin Time 📅 12/12/2011 at 12:00 am Dublin Time

Pricing

Based on your targeting options, Facebook suggests a bid of **€0.47** per click. You may pay up to this much per click, but you will likely pay less.
Note: Tax is not included in the bids, budgets and other amounts shown.

Set a Different Bid (Advanced Mode)

Review Ad   ✉ Questions about creating your ads?

⚠ Error on page.   🌐 Internet   🔍 100% ▾

CarsSales Direct

| Home | Catalogue | My Account | View cart | Company |

Search: - All categories -   ▶▶ Advanced search   Sign in or Register

🛒 **Cart is empty**   Checkout »

CATEGORIES

Estate
Hatchback
Saloon
People Carrier
Coupe
Convertible
Standard Car
4x4

INFORMATION

About our company
Contact us
FAQ
How It Works
Privacy Policy

■ **Featured products**

2004 BMW 545I SE AUTO BLACK
CODE: 883011013
£7,500.00   **In order to purchase please contact LIVE CHAT**

2004 BMW 545I SE
AUTO BLACK

2002 MERCEDES-BENZ SL CLASS SL 55 AMG 2dr Auto Amg Convertible
CODE: 883031223
£9,999.00   **In order to purchase please contact LIVE CHAT**

                                    Add to compare list ▶▶

2002 MERCEDES-
BENZ SL CLASS SL
55 AMG 2dr Auto
Amg Convertible

Need help?
Click here
Please leave
a message ▶

MY ACCOUNT

» Sign in / Register
» Orders

Track my order(s):
Order ID/Email   ▶▶

🌐 Internet   🔒 ▼ 🔍 100% ▼

Internet

- Desk Top
- Smart Phone

Content on Web Page/Facebook

- Content

- Quality Photos

- Quality Video clips

- Keep information up to date

Photos

Video

- Good Lighting
- Background
- Zooming
- Editing

Smart Phone

APPS

- Application
- Small programs made for mobile phones

Smartphone stats

- Currently 1 billion mobile internet users globally – 5 billion phones

- By the end of 2010 – Smartphone sales overtook PC sales

- Google predict that mobile internet will overtake desktop in 2013

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View on Desk Top

View on Smartphone

Smart Phone

Smart Phone

The Irish Agriculture and Food Development Authority
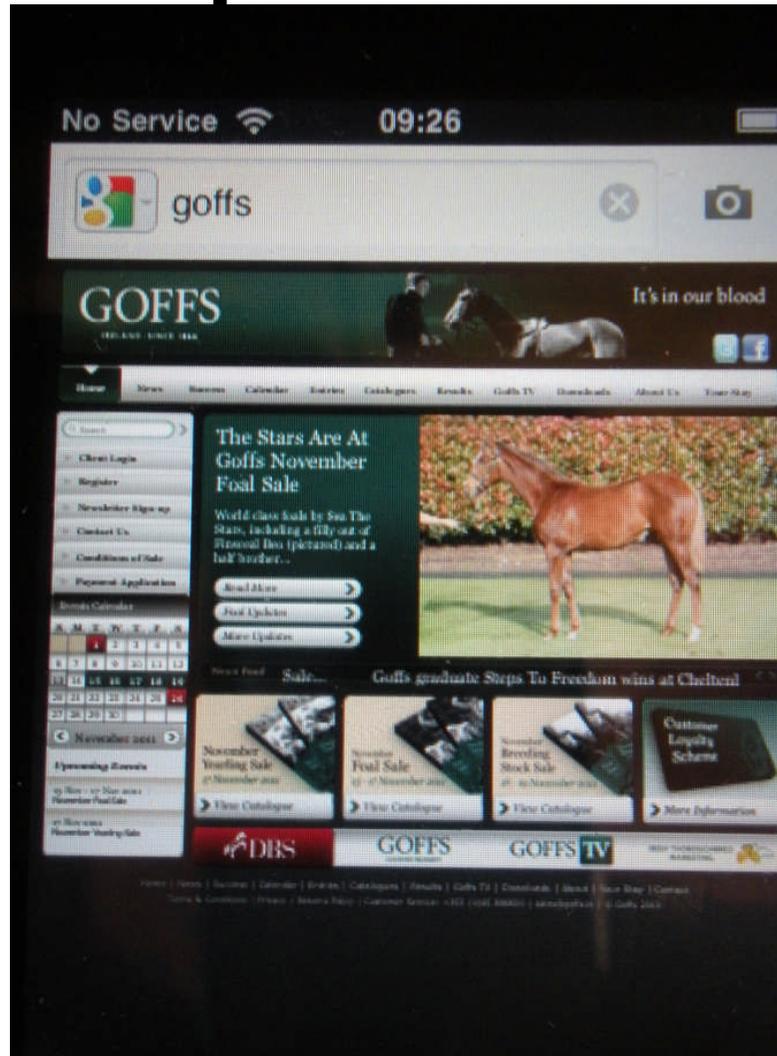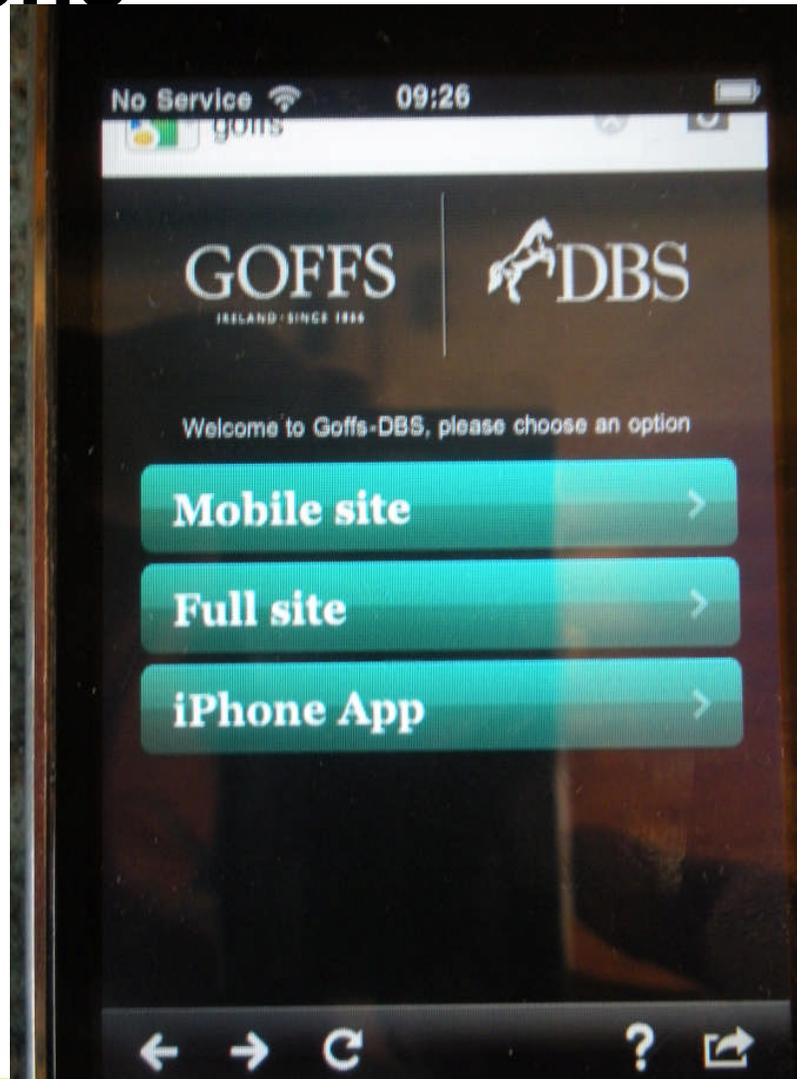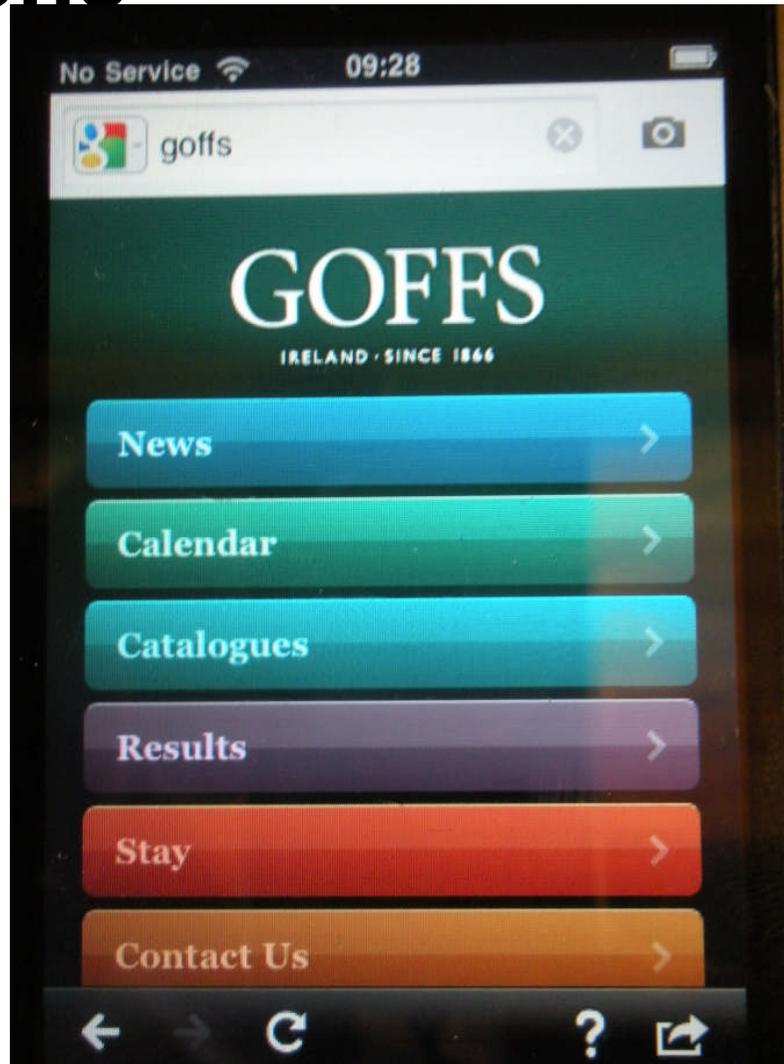
Smart Phone

Smart Phone

Smart Phone
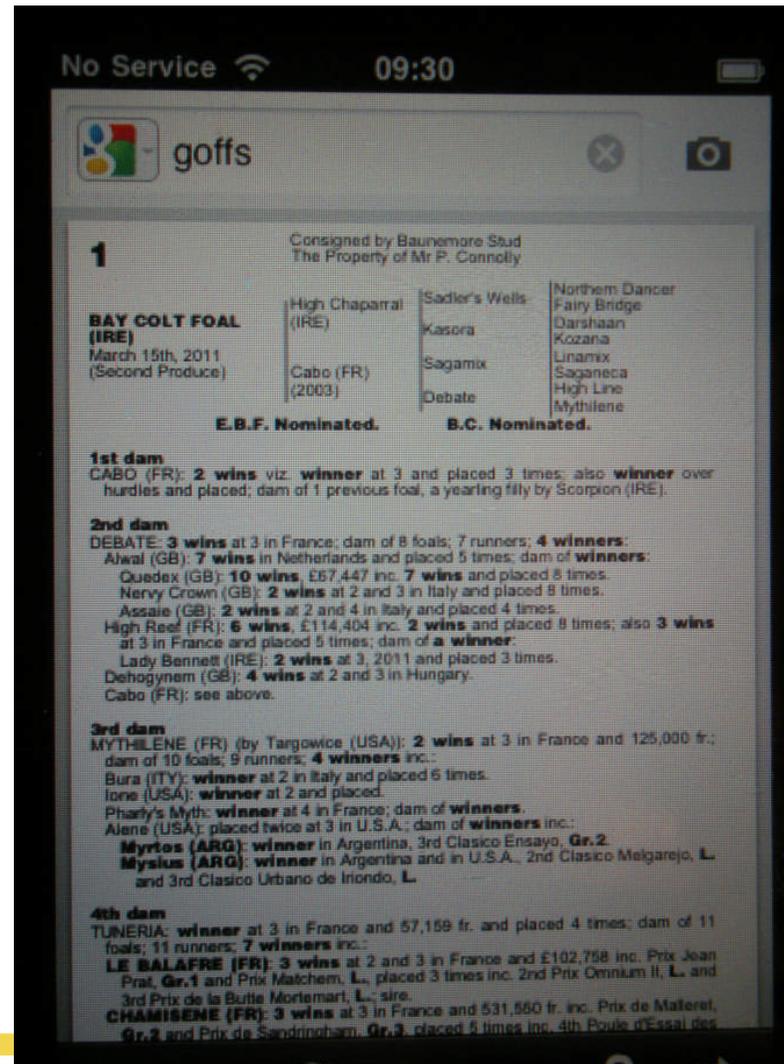
Smart Phone

QR Code

- Quick Response Code
- The Code allows you to add information to a 2D Bar Code

Teagasc

The Irish Agriculture and Food Development Authority

AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY
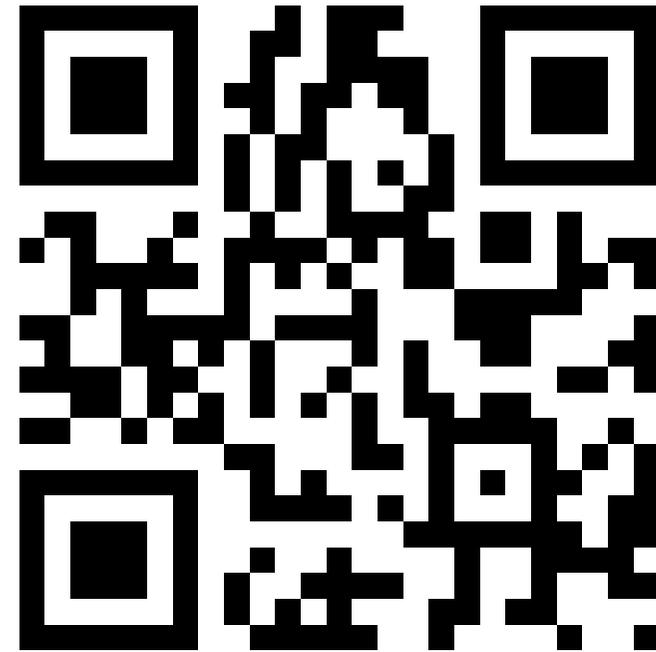
QR Codes

- Tesco store in subway station

Sample Smartphone Page

- Putting it all together
- Headings/pages can be of your choosing – this is a sample

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Summary

- Social Media
- Web page
- Smart Phone
- QR Codes

REDP

Thank you for your attention

The Irish Agriculture and Food Development Authority