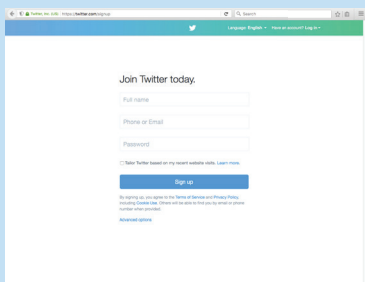


TWITTER TIP SHEET



GETTING STARTED

- Go to twitter.com and sign up
- Use a simple name (brand yourself)
 - * Do not use Pioneer in your 'Name'
- Upload your photo
- Follow Pioneer @PioneerSeeds



Tweet: A 140-character message to your followers.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @Pioneer). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

Direct Message (DM): A private, 140-character message between two people. You may only DM a user who follows you.

Hashtag (#): Denote a topic of conversation or participate in a larger linked discussion. A hashtag is a discovery tool that allows others to find your tweets, based on topics.

Follow: People from whom you receive Twitter updates.

Follower: People who receive your Twitter updates.

Twitter Etiquette Do's and Dont's

- Follow those who follow you
- Engage in the conversation and build relationships
- Use multimedia often – links, photos, videos
- You only have 140 characters to share your message. Keep it concise, but useful.
- Be quick in responding to comments and questions. Monitor your mentions!
- Avoid going on negative rants, keep it positive and upbeat!
- Don't make the mistake of only posting business content. Find a balance between business and personal tweets. People want to get to know the personality behind the handle.

Hashtags

#plant20	#PioneerAgronomy
#grow20	#Aseries
#harvest20	#Lumigen
#agchat	#Qrome
#CornRevolution	#PioneerProud

How to get more engagement on Twitter

- Images – ↑ 2X
- Hashtags – ↑ 2X
- <100 characters – ↑ 17%
- Links – 86% more likely to be RTed

Agency content ideas:

- Growing season – planting, harvest & everything in between
- Crop progress
- Yield/performance
- Local agronomy insights
- Events – field days, crop shops, customer appreciation, etc.
- News – new staff, deadlines, etc.
- Community support/involvement
- Weather

Other content sources:

- @PioneerSeeds
- @CortevaUS
- @EnlistOnline
- @GranularAg
- Pioneer.com
- Yield/performance
- Pioneer Local Plots (www.pioneer.com/yield)
- Pioneer® agronomy
- Farm shows
- Walking Your Fields®
- Industry/university/Extension links

If you are active in social media, you should follow these guidelines:

- Do not include Pioneer in your Twitter handle (username).
- Make it clear that your personal social media accounts belong to you, not Pioneer. State "Opinions expressed are my own."
- Don't post about Pioneer business information, litigation involving Pioneer or any Corteva business, personnel issues or competitors.
- Do not post photos of or share personal information about your colleagues without their permission.
- If you use social media to connect with professional contacts, always speak professionally about work-related material and people.