



# Angus Stakes

▶ by *Shauna Rose Hermel*, editor

## Going social

*The Angus Journal is broadening its message through the use of social media. To take full advantage of all the ways we can reach members, we have launched a Facebook page and a Twitter account.*

### Facebook presence

Visit [www.facebook.com/AngusJournal](http://www.facebook.com/AngusJournal) to see our Facebook page. We launched it in early June, posting intern Katie Gazda's photos of the Beef Leaders Institute (BLI) in galleries. We've also posted galleries of the winners in the 2011 National Junior Angus Association/Angus Journal photo contest.

We welcome you to visit the page and give us your feedback.

The American Angus Association, the National Junior Angus Association (NJAA), Certified Angus Beef LLC (CAB), CAB's industry information team (BlackInkBasics) and the American Angus Auxiliary also all have Facebook pages. We'll keep them flagged as the top pages we "like" on our page so you can easily access them all.

As a side note, CAB's industry information team also has a really nice blog available online at [www.blackinkwithcab.com](http://www.blackinkwithcab.com).

### QR codes

When I was shopping for a photo scanner at Best Buy, I was amazed that there was so little of the typical product information on the box to help make the purchasing decision. Instead, the boxes had quick

response (QR) codes for you to scan with your smartphone to pull up the information on a website online.

QR codes are similar to the barcodes that retailers scan as you purchase items. While the typical linear barcodes are one-dimensional, QR codes are two-dimensional, allowing them to hold a lot more information.

You will see some QR codes in this month's issue of the *Angus Journal*. We will incorporate them into our editorial to expand upon information provided within the pages of the published magazine. Advertisers might link them to a ranch website, a video of an animal walking or to a page online that has updated EPDs.

To use QR codes, you'll need to download a QR reader onto your smartphone. Then, just scan the code to find more information available online.

And, yes, you can just type the Internet address into your browser. We'll provide the address, too. Use whichever format is easiest for you.



oZirWV.qrcode

The QR code presented here will take you to our *Angus Journal* Facebook page.

### Twitter

You can also follow the *Angus Journal* (@AJeditor) and the *Angus Beef Bulletin* (@ABBeditor) on Twitter ([www.twitter.com](http://www.twitter.com)). We'll use these accounts to update you with news pertinent to our seedstock and commercial audiences, respectively, with links to additional information.

Our sister organizations also have Twitter accounts:

- @AJeditor, for Angus members from API's editorial team
- @ABBeditor, for commercial cattlemen from API's editorial team
- @CertAngusBeef, from Certified Angus Beef LLC
- @BlackInkBasics, from CAB's Supply Development Team
- @AngusAssoc, from the American Angus Association's Public Relations Department

Several of us have personal accounts, too. And, of course, there are a lot of Angus producers who tweet.

### Give us your feedback

Your feedback on all of these efforts will help mold the way we utilize them to give you information. What do you want to see? What is annoying? What would you like us to share? How can we make them easier for you to use?

Email your feedback to [shermel@angusjournal.com](mailto:shermel@angusjournal.com) or write to Shauna Hermel, editor, Angus Journal, 3201 Frederick Ave., Saint Joseph, MO 64506.

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