



# Virtual Community, **REAL** INFORMATION

**AGCO FANS** may use the company's social media pages in different ways, but they're all part of an online community.

Take, for instance, Howard Prussack, owner of High Meadows Farms in Putney, Vt., (the first certified organic farm in the state). He follows AGCO's Facebook page and comments on the company's blog. (AGCO is the parent company of Massey Ferguson.) One of his favorite uses for each service is keeping up with the goings-on at farm shows. He says that Sue Otten, AGCO's director of corporate marketing and brand communications, "posts links on the blog when she goes to farm shows, and I like to follow those. It's like I'm virtually taking a trip to the shows."

Stories like Prussack's continue to play out daily on AGCO's network of social media sites, such as the blog, Facebook page and Twitter feeds. The services connect people worldwide and down the road who share common interests and seek answers to a variety of questions. "People in Australia chat with people in the Midwest on a regular basis," says Otten. "Then they friend each other on Facebook. It's exciting to see that."

For Joan Grott, it was exciting to enter an online photo contest. After seeing an announcement on Facebook for the AGCO holiday photo contest, the 4-H Youth Development Extension educator

submitted a picture of her dad. Her picture showed her father all bundled up and proudly sitting atop his 1958 Allis-Chalmers D-17. Snow blanketed the ground, while behind him was his red barn, there in Wanatah, Ind., decorated with a wreath handmade by Joan. At contest's end, Grott's proud father was even prouder, because the shot won. He even found a new dealer selling discontinued parts for his tractor. That connection also came through AGCO's Facebook page, via Otten.

Grott never would have really known anyone at AGCO if not for Facebook. "It makes me more interested in the company to know that they have people like Sue who want to make those connections," she says. "It can make a huge company seem more personal."

Prussack agrees, saying the company's social media pages "help me understand better what AGCO is and its commitment to agriculture. I can see it is committed to farming as a business and also as a way of life." —*Tanner C. Latham*



Visit AGCO's social media sites at:

[Facebook.com/AGCOcorp](https://www.facebook.com/AGCOcorp)

[Twitter.com/AGCOcorp](https://twitter.com/AGCOcorp)

[Blog.AGCOcorp.com](http://Blog.AGCOcorp.com)

[Youtube.com/AGCOcorp](https://www.youtube.com/AGCOcorp)

[Ustream.tv/channel/AGCOchat](https://www.ustream.tv/channel/AGCOchat)

[Scribd.com/AGCOsocial](https://www.scribd.com/AGCOsocial)

AGCO's 2010 Facebook Christmas Photo Contest: Submit your entry soon. Deadline is December 10.