



CARING
FOR
OUR
COUNTRY



Social Media In Agriculture

Achieving sustainable agriculture through social media



Friday, 10th February 2012

Ag Excellence Alliance has been successful in obtaining funding through the Australian Government's Caring for Our Country for an innovative project that will use social media (YouTube, Vimeo, Facebook, Twitter, RSS, etc.) as an extension tool. The project will run from January 2012 to June 2013.

Through this project, short videos will be produced and loaded onto social media Internet sites to assist with delivery of agricultural extension around soil condition and landscape scale conservation in South Australia. 40 high quality videos will be produced covering innovative and best practice in land management.

Ag Ex anticipates that there will be many uses for the video clips including:

- presentations at field days, conferences and other events,
- providing instruction and demonstrations of new and innovative practices in the paddock through i-phone access via Vimeo and YouTube,
- use in training activities and promotion of project achievements on the Internet for wide spread access.

The project is targeting the 15 farming systems groups that have an association with the Ag Excellence Alliance and its network partners including advisers, agri-business, relevant state and Australian government agencies and the state's eight natural resource management organisations.

Farm group members and advisors will also have the opportunity to participate in training in the use of social media and making videos, to allow to them to be at the leading edge of these technologies in the future.

So far the project has been in contact with all of the farming systems groups and other associated networks to gauge interest in the project and to

start compiling a list of potential topics for video production. So far 68 topics have been forthcoming.

A social media and video production training session was conducted at Stansbury for Ag Ex committee members in mid-February with Sasha Grbich from ABC Open. Sasha did an excellent job presenting and facilitating the sessions explaining the use of different social media platforms, knowing what our voice is, planning a video clip, interviewing and videoing techniques. It gave us a taste of what can be provided to groups who want to become involved in the project.

Social media is providing the means to access and enable the exchange of just in time information and interaction between people across vast distances. It is a low cost method of delivering technical information and will provide farmers with access to this information and the means to exchange knowledge and experience. Go to the social media revolution at <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng&feature=youtu.be&noredirect=1>

Surveying your current knowledge and views on using social media

The project team is asking you to complete the on-line questionnaire to gain an insight into your current views and use of social media by farming systems groups and other network partners and your preferences for social media training and preferred times and places for providing this training. To complete the survey follow the link:

<https://www.surveymonkey.com/s/MHJN9DN>

The training will be provided free of charge as part of the social media project delivery, and will utilise the best available expertise in communicating the applications of social media and how to produce effective videos that instruct and tell stories that

have an impact about innovative and best farm practices.

The Project Team

Bill Long is the chair of the project management group. Mark Stanley is leading the coordination and implementation of the project while Mandy Pearce is providing project management support.

Videos to view

Here are some examples of videos for different purposes and audiences:

- Jigsaw Agronomy project being ran by the Department of Agriculture and Food WA (DAFWA) out of Esperance
http://www.youtube.com/watch?v=uSXSJG3agyw&list=UUSrPSrQkFS146yhhoGahp_A&index=14&feature=plcp

- <http://www.agex.org.au/videos.htm>
Example of a video Ag Ex and ABC Open produced with Northern Sustainable Soils
- Mark Thomas, Videographer, Missing Link Media provided this example of a self-contained "story" with a science edge that he did for SARDI Aquatic Sciences in Port Lincoln: http://youtube/_PgmDA8ff0
- This is a clip on Fleabane control from NSW Dept of Ag:
<http://www.youtube.com/watch?v=YYgZKzNeOlc>

For further information about the project and to get involved contact follow the project's progress and find links to the latest videos on the Ag Excellence Alliance website at <http://www.agex.org.au/> or go to the Ag Ex Facebook page https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip_nax_wizard=true&sk=wall

If you would like further information on the Social Media project, or want to become involved in video production or social media training please contact:

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Social media explained visually:

http://www.youtube.com/watch?NR=1&feature=endscreen&v=SgNIIUD_oQg