



Social Media in Agriculture is an innovative project that is exploring the use of social media (YouTube, Vimeo, Facebook, Twitter, RSS, etc.) as an extension tool. The project is part of an ongoing commitment by Ag Excellence Alliance (Ag Ex) to support grower groups across the state and is funded by Australian Government's 'Caring for Our Country' initiative.

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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This project is funded by the Australian Government's Caring for Our Country initiative:



CARING FOR OUR COUNTRY



For further information about Ag Ex and to get involved go to the Ag Excellence Alliance website

[www.agex.org.au](http://www.agex.org.au)

or the Ag Ex Facebook page or follow on Twitter



## Social Media In Agriculture

*Join the Revolution*



*Sharing information between grower groups*



CARING FOR OUR COUNTRY



Through this project, short videos are being produced and loaded onto social media internet sites to assist with the delivery of agricultural extension messages relating to soil condition and landscape conservation in South Australia. The project is sharing information on new and innovative farm practices.

**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 smart phone access via Vimeo and YouTube,
- use in training activities and promotion of project achievements on the internet for wide spread access.

Social Media in Agriculture aims to build the skills of groups and individuals in the use of social media.

Grower group members and advisers will 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.

The project will run from January 2012 to June 2013. Ag Ex is now offering this new vehicle for groups to promote their valuable work.

**Social media is a fundamental shift in the way we communicate. It 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 provides farmers with access to this information and the means to exchange knowledge and experience.**

**Go to the social media revolution at <http://bit.ly/9NZu0h>**

**or to social media explained visually at <http://bit.ly/NLcMgf>**

To learn about the Social Media in Agriculture project take a look at the video Social Media in Agriculture – Join the Revolution  
<http://www.agex.org.au>

The project targets the 15 grower groups that have an association with the Ag Excellence Alliance and network partners including advisers, agri-business, relevant state and Australian government agencies and the state's eight natural resource management (NRM) organisations.



## What you will get from being involved?

- Take part in training on short video production, editing and uploading onto the internet.
- Learn how to create a Facebook page, Twitter account, a blog and to manage your security
- Work with your farming group and Ag Ex to produce a video on innovative farming practices in your region.
- Subscribe to the Social Media in Agriculture e-news.
- Follow the project's progress and find links to the latest videos on the Ag Excellence Alliance website at [www.agex.org.au](http://www.agex.org.au)
- Follow Ag Ex on Facebook, and join in the conversations on Twitter.

