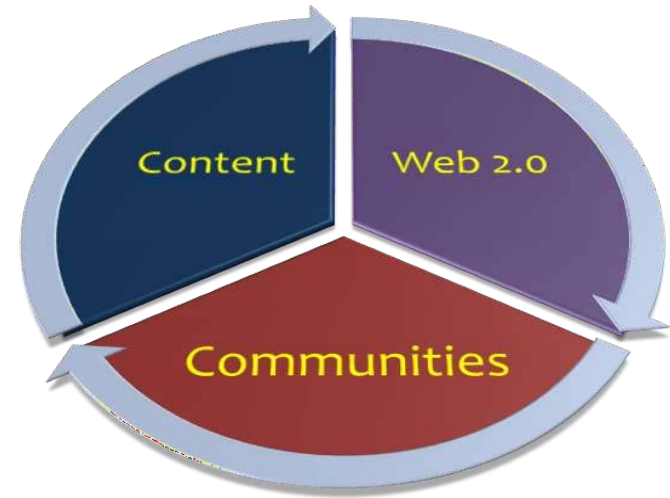


# **Social media as means of extension advisory services**

# Web 2.0 means

websites/internet applications which empower people to **share information** **work together** usability and accessibility are key to web 2.0

## Basic components of Social media



Social media provides platform for interaction of people and content creation, exchange and commenting in virtual communities and networks  
Ahlqvist et al. (2008)

# What is social media

Social media is the collection of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. (Source: <https://whatis.techtarget.com/definition/social-media>)

**Social media is a general term used for any interactive digital technology.**

*Facebook, Twitter, YouTube, Blogs (e.g., Tumblr, Word Press, etc.), Webinars*

# Need of social media

- Exploiting strengths for agricultural growth
- Knowledge resource
- Better information access
- Technical manpower
- Cost effective
- Develop knowledge
- Empower
- Service stakeholders
- Strong linkages.

## Platforms of social media

- Social networking sites (e.g. Facebook, LinkedIn, Myspace)
- Video and photo sharing websites (e.g. Flickr, YouTube)
- Blogs
- Microblogs (e.g. Twitter, Tumblr)
- Forums, discussion boards and groups (e.g. Google, Yahoo Groups)
- Wikis (e.g. Wikipedia)
- Video on demand and podcasts
- Video conferences and web conferences
- Email and instant messaging
- Socially integrated mobile text messaging (e.g. Whats app, We Chat)
- Websites with social plugins and layers

# Social Media Statistics- India

- Internet penetration in India is 627 million

(<https://economictimes.indiatimes.com/tech/internet/internet-users-in-india-to-reach-627-million-in-2019-report/articleshow/68288868.cms>)

## Social Media penetration

- ✓ Facebook-91%
- ✓ Google Plus-61%
- ✓ Twitter-43 %
- ✓ LinkedIn-24%

# Why Social media in Agriculture Extension ???

- Easier access to electronic gadgets and internet facilities including rural population
- For delivering information to target communities (farmers) any time, any place from any place



## Challenges before Social media

- Institutional awareness about social media's potential
- Encouraging stakeholders to access social media links
- Skilled human resource to maintain social media interactions
- Internet and information technology infrastructure issues
- Satisfying heterogeneous users
- Measuring the impact.
- Continuous engagement.

## Opportunities for Social media in extension services

- Formation of global/national interest groups is possible
- Can act as catalyst for resource mobilization (technological, organization and financial)
- Integration of a wide range of stakeholders
- Reaching one to many



# Conclusion

- Need to create awareness among extension professionals and build capacities to share more information
- Institutionalising use of social media for sustained momentum and for better sharing and networking
- Encouraging self publication and collective collaboration
- Extension organisations need to encourage stakeholders to use social media for interaction and obtaining feedback
- Research on social media is still needed