

Social Networking For Agricultural Information

Social Media

Social Media is interactions among peoples in which process of Create, Share, Consume and Exchange of information

Involved through virtual networks



Continued.....

The internet-based tools for sharing and discussing information among people.

User generated

- information, opinion,
- video, audio, and multimedia
- that is shared and discussed over digital networks

Social Network

Online community of people with the common interest

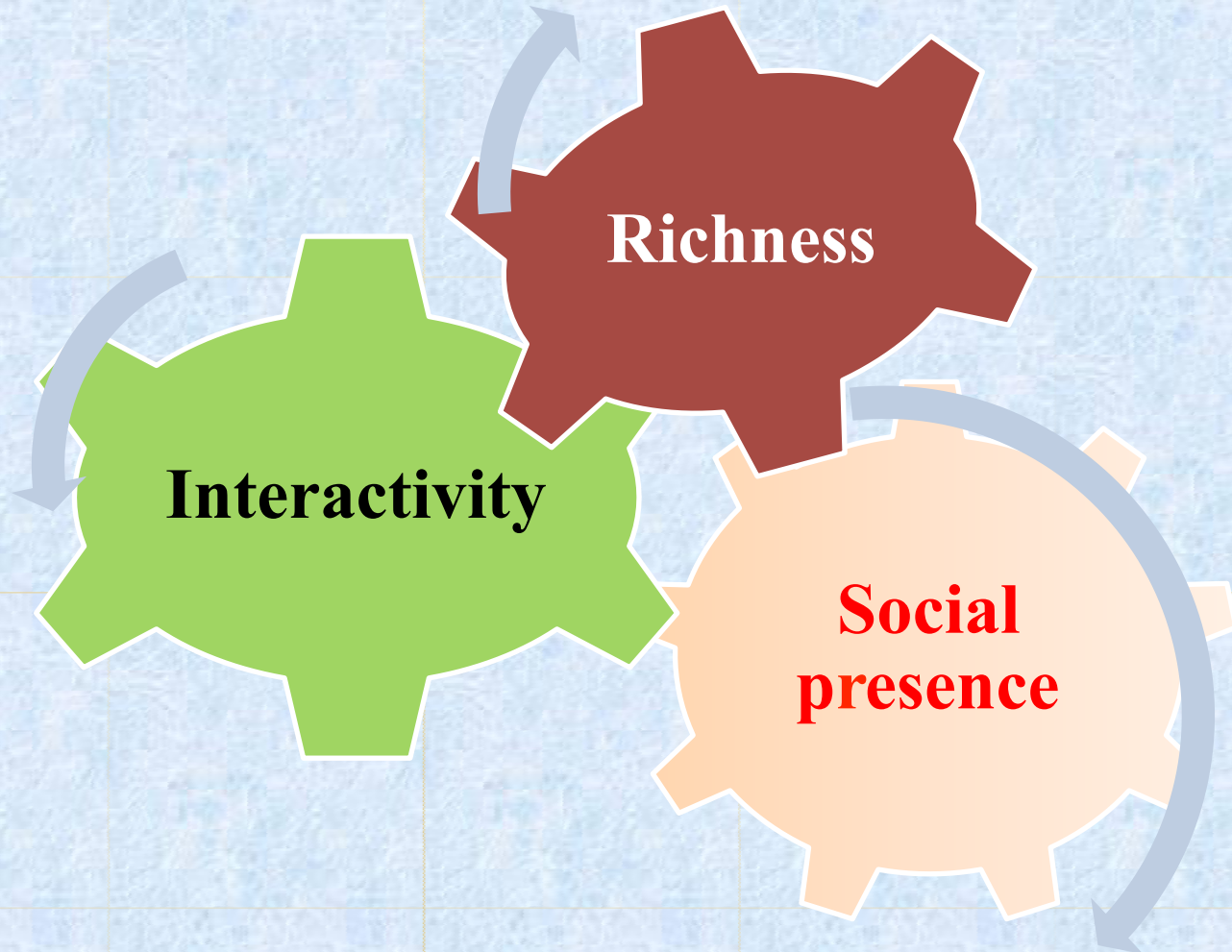
- Use a website
- Other technologies to communicate with each other
- Share information, resources

SOCIAL MEDIA IN AGRILEXTENSION

- Very less number of extension workers as compared to number of farmers
- To feed information
- An appropriate tool for diffusing the information



Dimensions of social media



Need of Social Media

**Agricultural
growth**

Cost-effective

**Knowledge
resources**

**Develop
knowledge**

**Better
information
access**

Empower

**Technical
manpower**

**Service to
stakeholders**

Scope of Social Media



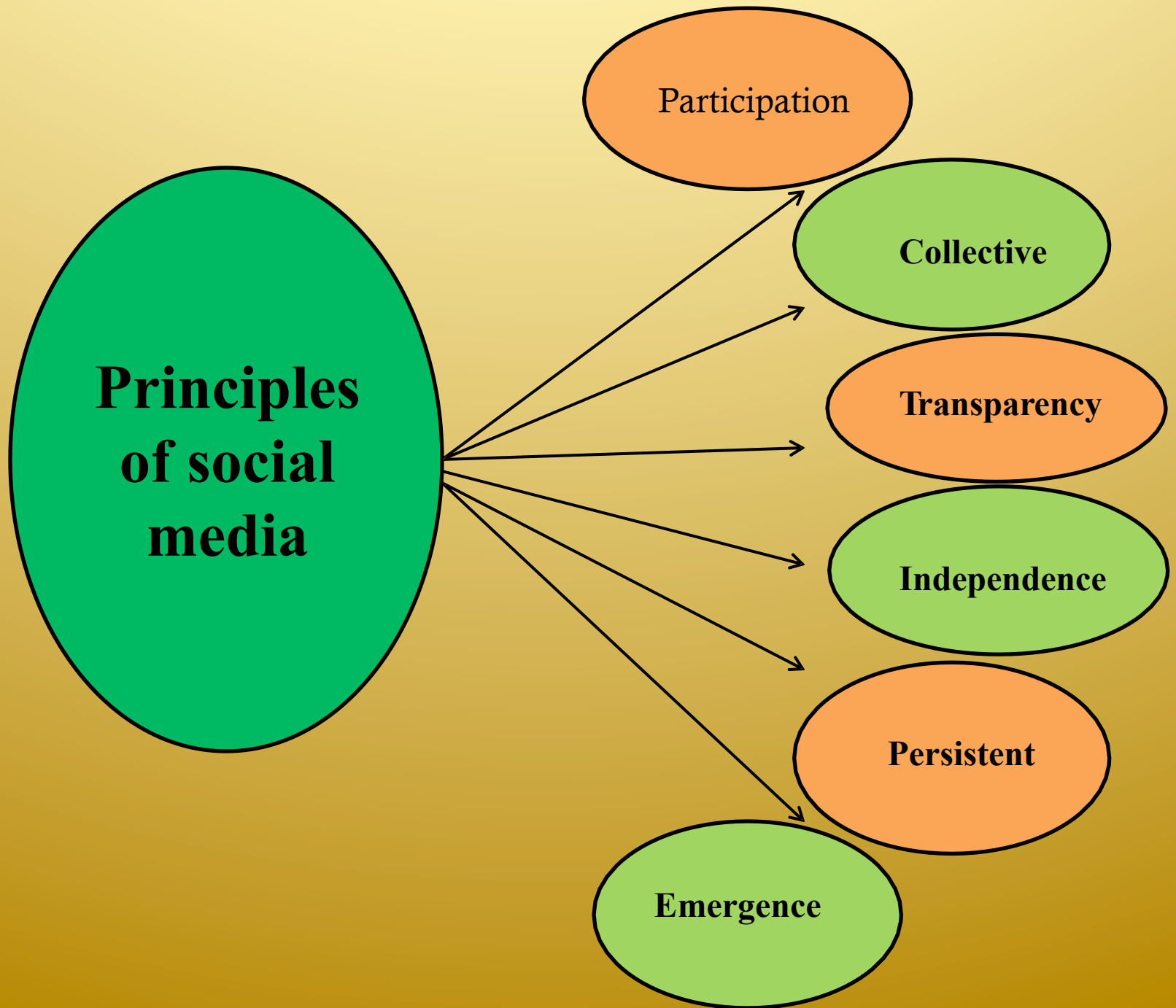
- Media for Social Interaction



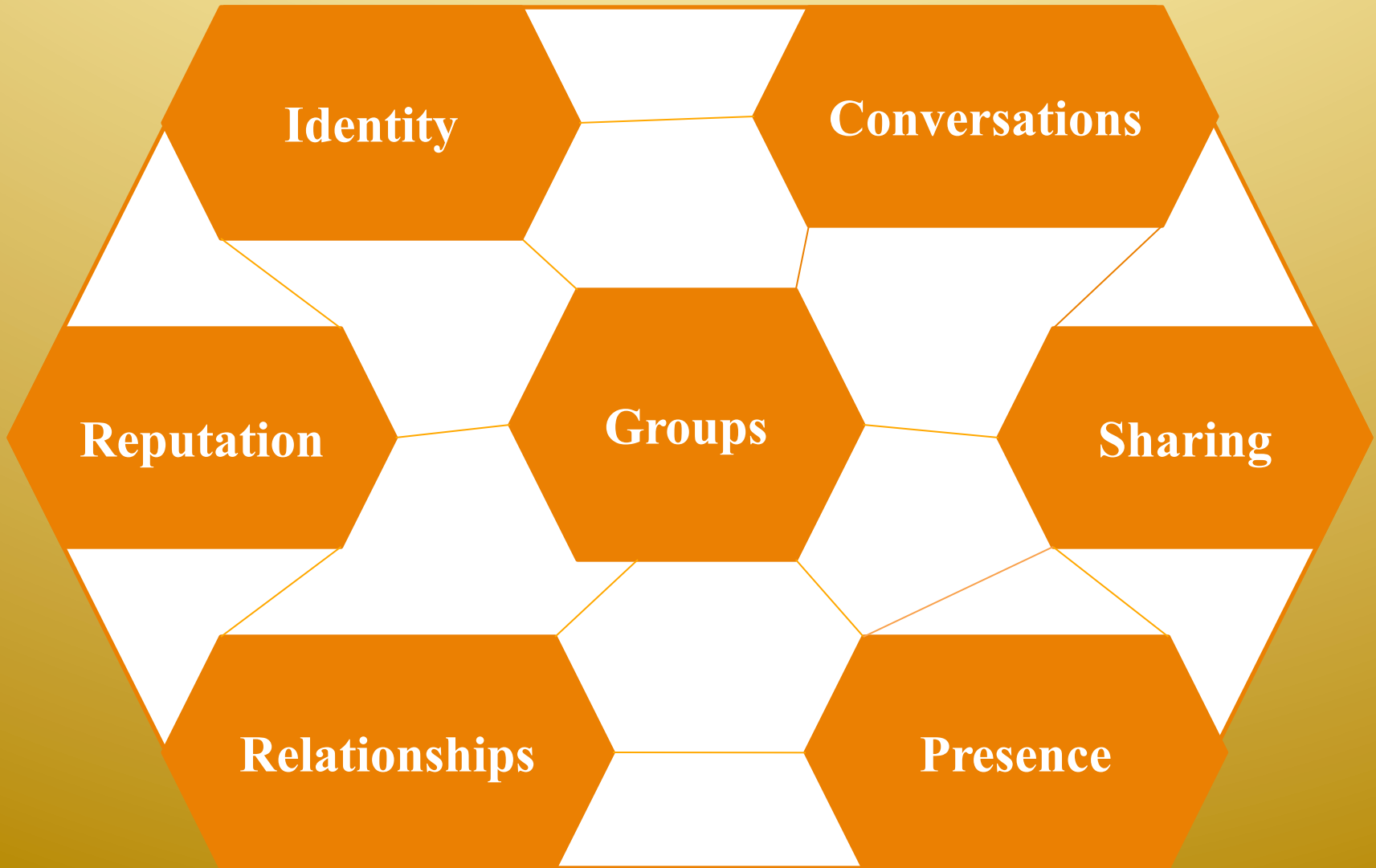
- Networking Communities



- Intercrossing Relationships



Integrated framework of social media



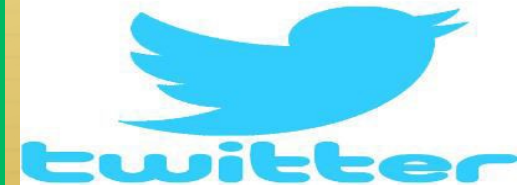


WhatsApp

You Tube



Social Media Tools



WIKIPEDIA
The Free Encyclopedia

Facebook

By institutes



Pakistan
Agricultural
Research Council

Home

Posts

Photos

About

Community

Create a Page



Like Follow Share ...

Send Message

Create Post



Write a post...

Photo/Video

Tag Friends

Get Messages



Posts



Pakistan Agricultural Research Council updated their cover photo.
June 20, 2013 ·



Community

See All

Invite your friends to like this Page

602 people like this

623 people follow this

Shoukat Ali and 3 other friends like this

About

See All

Send Message

www.parc.gov.pk

Agricultural Cooperative

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University of
Agriculture
Faisalabad - Official
@UniversityOfAgricultureFaisalabadPakistan

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Posts



University of Agriculture Faisalabad - Official

22 hrs ·

FAISALABAD April 29: University of Agriculture Faisalabad Vice Chancellor Dr Muhammad Ashraf has said that mechanization was the key to achieve maximum agricultural yield potential. He was talking to agricultural engineers at the Faculty of Agriculture Engineering. Dean Agriculture Engineering Dr Allah Buksh, Director Water Management Dr Muhammad Arshad, Chairman Energy System Engineering Dr Anjum Munir, Chairman Farm Machinery Dr Muhammad Azam, Dr Abdul Ghafoor and others a... See More

46

4 Comments 4 Shares

4.6 4.6 out of 5 - Based on the opinion of 1,331 people

Community

See All

Invite your friends to like this Page

149,086 people like this

150,880 people follow this

Syed Adeel Zafar and 247 other friends like this or have checked in

555,356 check-ins



Punjab Agriculture
Department
@agripunjabpk

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Punjab Agriculture Department

August 25, 2016 ·



113

12 Comments 10 Shares

Like

Comment

Share

0800 150 00

Send Message

Government Organization

Impressum

Suggest Edits

Page Transparency

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Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - June 24, 2011

Related Pages

Livestock & Dairy Dev...
Ijaz Ashraf likes this
Government Organization

Like

Field Wing of Agricult...
Athar Jalli likes this
Agricultural Service

Like

Jadeed Zaraat
Dr Jam Muhammad Azhe...
Agricultural Service

Like

By farmers

Cattle and Farming in Pakistan (CFP)

Public group

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See recommendations from group members all in one place

Recommendations

Search this group

Shortcuts

College Of Agricultu... 2



+ Join Group

... More Join this group to post and comment.

Announcements

See All (3)



Hasher Majoka
November 22, 2019

Facebook now has a strict policy against advertising the sale of animals. It is unfortunate that they are also applying it to farming groups. Please do not post anything advertising sale of an animal.

فیس بک نے جانوروں کی فروخت کے اشتہارات اور اعلانات سختی سے منع کر دیے ہیں لہذا اس گروپ میں ایسی پوسٹیں لگانا کاملاً منع ہے۔ از راہ مہربانی برائے فروخت جانوروں کے اعلانات اور پوسٹوں سے گریز کریں۔

See Translation

GROUP BY



Jathol Dairy and agriculture farm
7,333 like this

Call Now

DESCRIPTION

To promote the long-term conservation of cattle species in Pakis... See More

GROUP TYPE

General



Pakistan Poultry Farmers

Association

@pfarmersassociationpakistan

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Create Post



Write a post...

Photo/Video

Tag Friends

Get Messages

...

Photos



Community

See All

Invite your friends to like this Page

7,680 people like this

7,741 people follow this

Waseem Durrani and 2 other friends like this

About

See All

Send Message

Interest

Suggest Edits

Page Transparency

See More

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Page created - September 10, 2013

PAKISTAN AGRICULTURE AND DAIRY FARMING

Public group

About

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Shortcuts

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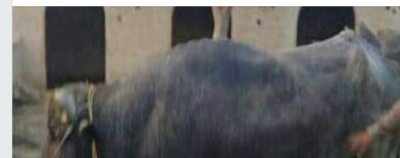
+ Join Group

... More Join this group to post and comment.

RECENT ACTIVITY



Akhtar Ali Khokhar shared a post.
6 hrs



GROUP BY



TS Knowledge TV Dairy and Agri
654 like this

Send Message

RECENT GROUP PHOTOS

See All



YouTube

By Institutes

By Extension Personnel

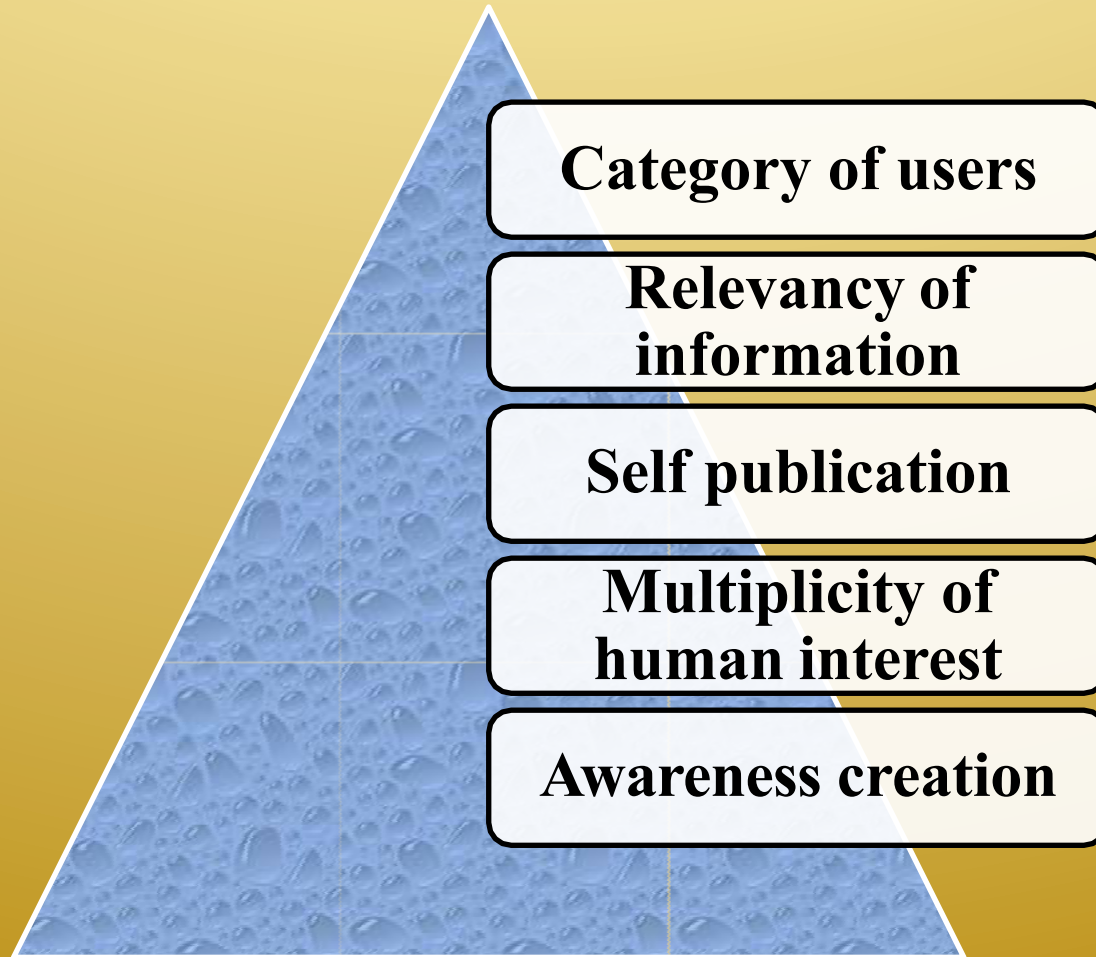
Role of social media in agricultural extension

- Save money, time and effort
- Information rich and interactive
- Per unit cost is less as compared to traditional form of extension
- Experts can be contacted directly
- Suitable for creating awareness among the users
- Supplying extension information to a nationwide

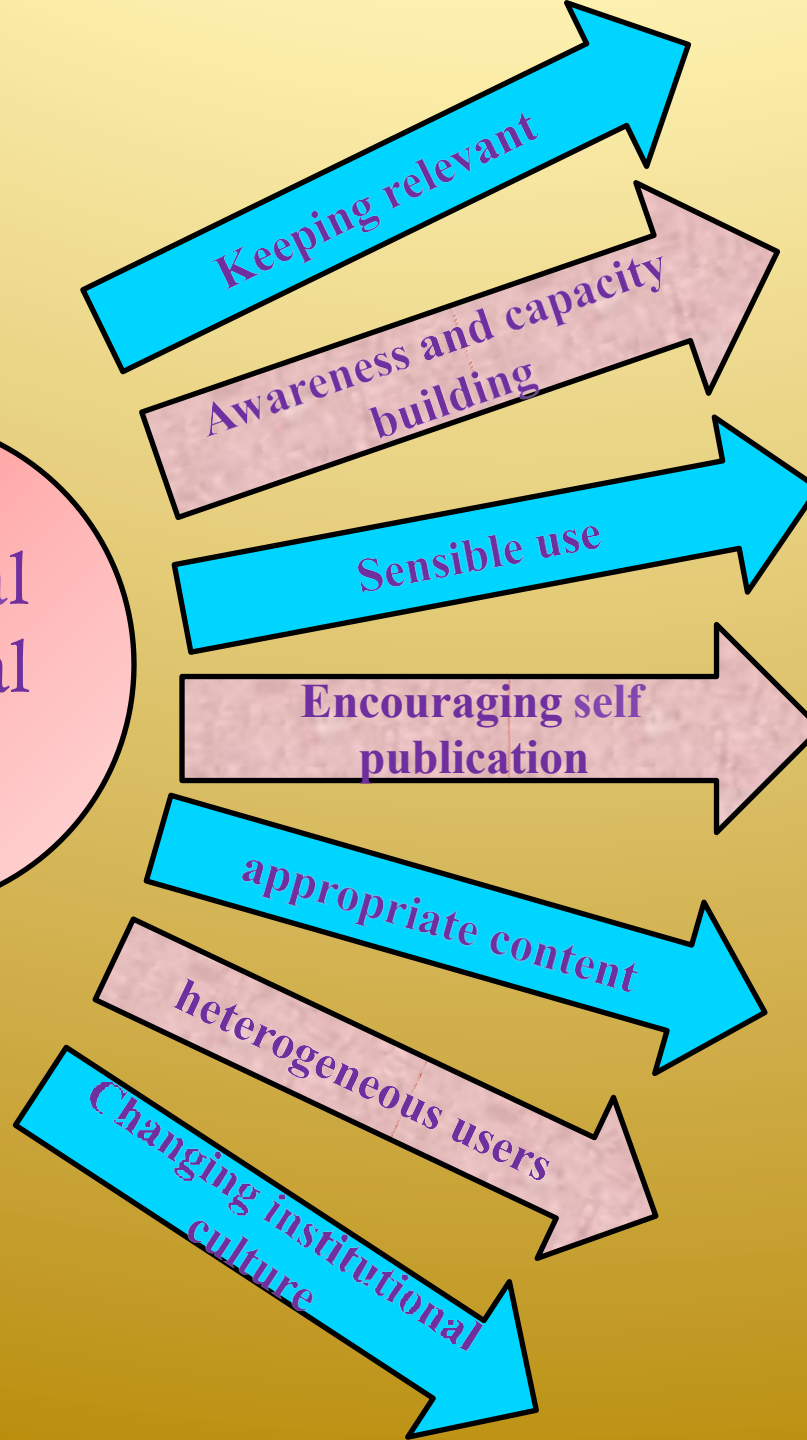
Continued.....

- Facilitate quick dissemination
- Extending outreach to new audience
- Publications in agriculture extension can be shared
- Attracting youth towards agriculture
- Widen the scope of extension
- Help in market-led extension
- Assist to get feedback

Distinctive features of social media



Essential of Social Media



Barriers in social media

1:- User oriented barriers

Illiteracy

Passive users

Mindset of users

Lack of technical know-how

2:-Extension workers oriented

Attitude toward social media

Overloaded with work

Lack of engagement

3:- Content Oriented barriers

Irrelevant information

Bulk of information

Misinformation

4:- Infrastructure barriers

Insufficient internet connection

Lack of access

Lack of long-term solutions

Success of Social media

