Mobile tech in #Ontag

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Social Media is constantly changing

When I wrote “The World Is Flat”[2004]... Facebook didn't exist; Twitter was a sound; the cloud was in the sky; 4G was a parking place...

And Skype for most people was a typo.

All of that changed in just the last six years.

- Thomas L. Friedman (2010)
Main Social Media platforms in Ontario Agriculture

- **Facebook**
  - Share with family & friends
    - Collection – Web Scrapbooking

- **Twitter**
  - Share knowledge & news

- **Linked In**
  - Share resume & job opportunities

- **YouTube**
  - Share videos linked with all of the above
How did I get started?

- Mobile technology
  - Social Media
- iPod Touch
  - Around the house
- iPad
  - Around the farm
- iPhone
  - Links with all of the above
What is the Research Value?

Knowledge Transfer
- Farmers are looking for information
- Farmers are tech Savvy
  - 44% use Social Media for research (2010)

Knowledge Translation
- Research needs to know issues
- Research can talk directly to the Farmers

Know who is Credible
- Trust & credibility then comes the followers

29% of CDN Farmers use smartphones
6% of CDN Farmers use tablets

Source: FCC Farm Credit Canada December 2011

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What do you post?

- Lots of information – short, quick, to the point
- Links to website for more info is great!
Thank you

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