

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



## PRACTICE ABSTRACT No: 12

### How to use SoMe to disseminate your activities/knowledge to farmers

Recent data show that over 70% of adults use Social Media (SoMe). As the agricultural field develops, farmers' access to reliable, timely and relevant information sources becomes more critical to their competitiveness. Farmers connect through different SoMe platforms to interact with customers, to build relationships and to promote their farm and/or their products. SoMe platforms can educate and inform on agricultural matters and facilitate the buying and selling of agricultural produce and related products.

All stakeholder of the agri-food sector (e.g industry & retail, technology provider, project coordinators, scientific community) must use SoMe if they want to raise awareness of their activities and results to the farmer communities. Here you will find the best practices about how to disseminate on SoMe to farmers.

When building the SoMe strategy having farmers as the target audience you should consider to:

- select the appropriate SoMe platform according to the field of activity. Facebook, Instagram and YouTube are most commonly seen in agriculture, but new platforms (Tik Tok) are continually being used.
- disseminate and communicate topics of interest for the field of activity. Information posted must be relevant and meaningful to farmers.
- be active and consistent. Using different planning tools will help to create campaigns and keep the audience active.
- adapt the language and terms of the post to field of activity and interests of the farmers. Use plain language and avoid technical terms.
- use visual effects. Photos and videos are good dissemination methods to attract new followers and increase the impact of the posts.
- use tags (@) and hashtags (#) to expand your audience and be visible in a search.

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#### End Users

Farmer & Cooperative,  
Industry & Retail,  
Policy maker,  
Technology provider,  
other

#### Country

Worldwide



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### ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

### FAIRCHAIN PARTNERS



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