Social media: A revolution in modern agricultural communication

Ciampitti will talk about the use of social media by the Department of Agronomy and Cropping Systems group at K–State University to provide unbiased and science-based agricultural information. The information shared via social media quickly reaches the target audience, providing timely educational and outreach contents. The most successful examples have been infographics, timely pictures of production issues, presentations and papers uploaded, and information on the use of new technologies.