

## **NeATA Pre-Conference Workshop:**

### **Social Media Applications in Agriculture**

Wednesday January 27, 2010 - 1:00 to 4:00 p.m.

Grand Island Mid-Town Holiday Inn Hotel and Convention Center

#### **1:00 Introduction to Web 2.0 Technology**

Demonstrate several technologies which are part of the Web 2.0 realm of social media programs including: Facebook, Twitter, FlickrR, YouTube, Utterlie, Google, blogs, wiki's, podcasts, etc.

#### **Using social media tools in agriculture**

- communications
- news and market updates
- tell agriculture story
- marketing a business or organization
- others

**Social media applications for cell phones** (the computer of the future)

**Importance of 'telling your agriculture story' to young audiences who have no idea where food originates.** Introduction to advocacy opportunities.

#### **3:45 Q & A**

See Nebraska Agricultural Technologies Association Conference Brochure or website <http://neata.org> for registration information.