



# Social Networks and SPA

Area 3 – Social and Economic Aspects

Lesson 10 – Policy and Management

Sequence ID – 42

AUTH





## DISCLAIMER

A3.L10.T11 Introduction, Definition, Examples (Social networks, Value Chains) etc.

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Aikaterini Paltaki, Anastasios Michailidis, *Introduction, Definition, Examples (Social networks, Value Chains) - Sharing is caring, Develop hub for SPA, Flexible methodologies, Hubs or Clusters innovation facilitators, Social aspects of SPA, social networks, value chain agreement*, © 2020 Author(s), [CC BY-SA 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/), [DOI 10.36253/978-88-5518-044-3.43](https://doi.org/10.36253/978-88-5518-044-3.43), in Marco Vieri (edited by), *SPARKLE - Entrepreneurship for Sustainable Precision Agriculture*, © 2020 Author(s), [content CC BY-SA 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/), [metadata CCO 1.0 Universal](https://creativecommons.org/licenses/by-sa/4.0/), published by [Firenze University Press](https://www.firenzeuniversitypress.it/), ISSN 2704-6095 (online), eISBN 978-88-5518-042-9, [DOI 10.36253/978-88-5518-044-3](https://doi.org/10.36253/978-88-5518-044-3)

# What is social media?

Social media are web based tools of electronic communication that allow users to personally interact with others individually or in groups for the purposes of exchanging information, sharing thoughts and opinions, influencing and facilitating decision-making by creating, storing, retrieving and exchanging information in any form (text, pictures, video, etc.,) by anyone in the virtual world (Suchiradipta and Saravanan,2016).



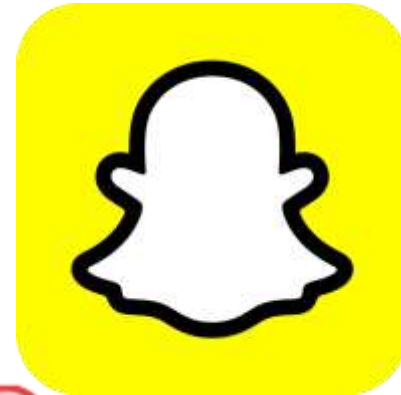
#### References:

- Suchiradipta, B., and Saravanan, R., (2016). Social media: Shaping the future of agricultural extension and advisory services, GFRAS interest group on ICT4RAS discussion paper, GFRAS: Lindau, Switzerland.
- Image: <https://image.shutterstock.com/image-photo/smart-farminghand-farmer-presses-on-260nw-1221123064.jpg>

# Social media platforms



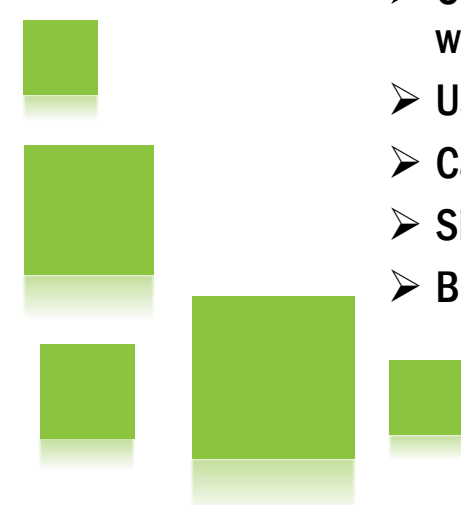
There are different types of social media platforms like social networking sites, blogs, vlogs, social gaming, content communities, professional networking, etc.





# Importance of Social media

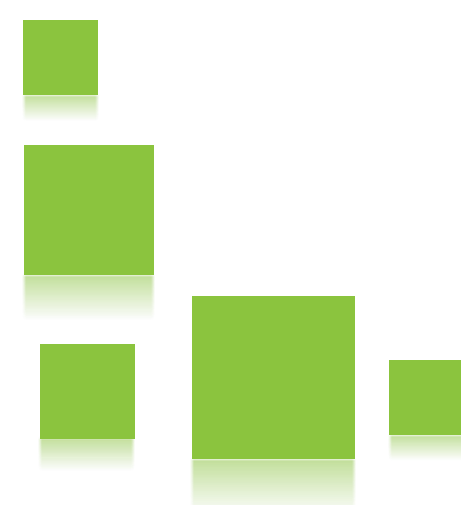
- **Social media are one of the most powerful tools when it comes to digital marketing.**
- **Farmers and agricultural companies use them to communicate directly to customers and marketers and to build communities.**
- **Their use can be beneficial in agriculture context:**
  - **Highly cost effective**
  - **Free exchange of information and ideas**
  - **Removing barriers of things like distance, time zones and even language**
  - **Offer real-time data, photos and even videos, allowing audiences to be as close as they possibly can be to an event without actually being there**
  - **User-generated content and discussion among the community members**
  - **Can measure reach and success by tracking number of visitors, friends, followers, mentions, Facebook 'likes'**
  - **Simultaneously reaches large numbers of clients**
  - **Brings all stakeholders into a single platform**





# Social networks and SPA

- **Social networks can influence diffusion and productivity of agricultural technologies by providing an opportunity for farmers to gather more information about the technologies from each other – through social learning, or merely copying their colleagues.**
- **The networks help to reduce risks associated with adoption of new technologies by providing information on how to use the technologies and the expected benefits.**





# Digital Innovation Hubs (1/2)

Digital Innovation Hubs (DIHs) are defined as:

“one-stop-shops that help companies to become more competitive with regard to their business/production processes, products or services using digital technologies. They are based upon technology infrastructure (competence centers) and provide access to the latest knowledge, expertise and technology to support their customers with piloting, testing and experimenting with digital innovations”

This leads to new applications that are adapted to the real needs of farmers.

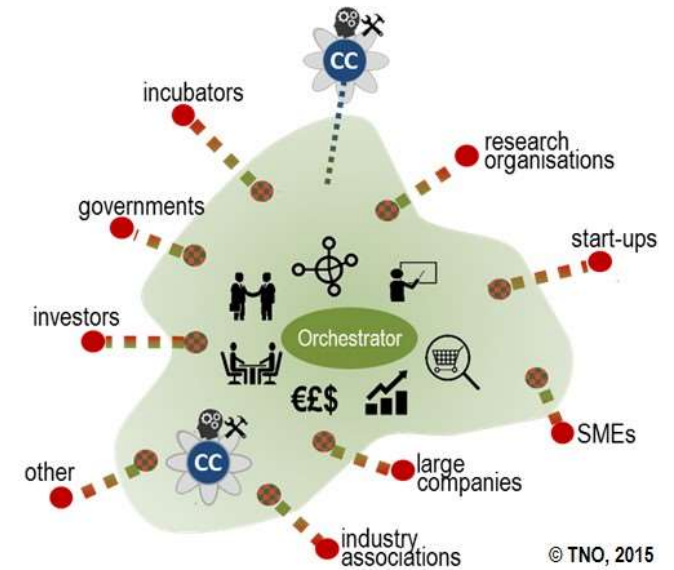
References:

- <https://s3platform.jrc.ec.europa.eu/digital-innovation-hubs>



# Digital Innovation Hubs (2/2)

- DIHs ensure the connection between the Information and Communication Technologies (ICT) and the farming communities by bringing together suppliers, the farming sector, technology experts, investors and other relevant actors. With technical universities or research organizations, DIHs can get access to technology-testing, financing advice, market intelligence and networking opportunities.
- The use of digital technologies in agriculture is expected to bring several benefits to farmers, such as increased productivity, increased profitability and reduced environmental footprint, access to new markets without heavy infrastructure, better conditions for farmers etc.



## References:

- <https://s3platform.jrc.ec.europa.eu/digital-innovation-hubs>





# Agriculture Digital Innovation Hub (ADIH)

- An ADIH is a multi-dimensional entity, responsible to provide a wide variety of services to its members, which are focused on agriculture.
- ADIHs must help the agri-food sector to understand the opportunities brought about by digital technologies to overcome the sectorial challenges, facilitate the adoption of those technologies and make the best from them in their practical application.
- The most important dimensions of an ADIH are:
  - Technology and experimentation
  - Brokerage and innovation
  - Access to public and private funding
  - Support entrepreneurship
  - Training

