eXtension
&
Social Networking
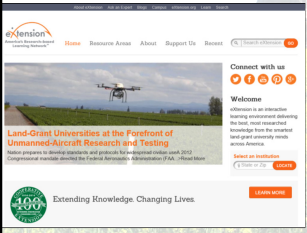
Vicki Elliott

By 2017 the average person will have 5 internet devices!

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eXtension

eXtension will be:

- A web based platform and system for knowledge & information providers to network and provide information and advice to knowledge users

- GRDC funded
- One website where people can go to access all field crop information
- Pilot subjects of field crop pathology & crop nutrition
- Vic DEPI, NSW DPI, DAFWA, SARDI and others all involved
- Can be used to link work that is already published on the web, or used to create articles for new information
- Plans to go live late March 2014

The national internet-based educational network in the United States (www.extension.org)
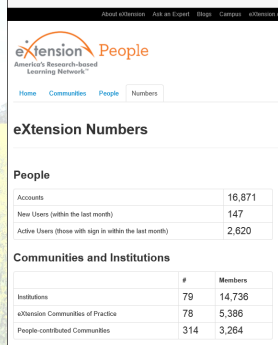
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eXtension

A coordinated approach in two subject areas (crop nutrition and field crop diseases) to provide on-line support in various forms:

- A secure online environment to work in
- Expert, peer reviewed information and advice
- An "ask an expert" service
- On line content and links to recommended content
- Social media: Twitter, You Tube, Facebook, website(s)
- Chat sessions/discussion groups
- Decision support tools/distance diagnostics
- Web conferencing/video streaming
- Education modules

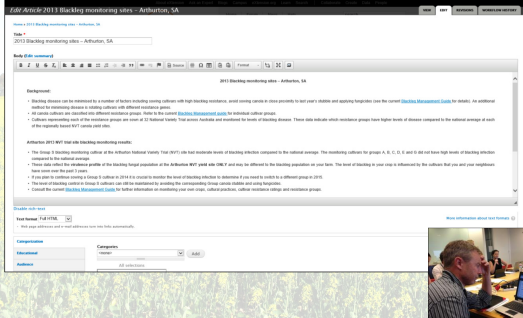## eXtension communities of practice

What is a community of practice?

- A broad range of content providers/experts (from a range of agencies), who are willing to network together and use the eXtension platforms to share knowledge/information with users

eXtension Numbers

People

Accounts	16,871
New Users (within the last month)	147
Active Users (those with sign in within the last month)	2,620

Communities and Institutions

	#	Members
Institutions	79	14,736
eXtension Communities of Practice	78	5,386
People-contributed Communities	314	3,264

Create.extension.org

Ask an expert

MGP on social media

http://www.facebook.com/grainspathology   https://twitter.com/Steve_Marcroft

Google+

Google+ Hangouts

Conclusions

eXtension will be:
- A better way for knowledge providers to network/coordinate and get their information and assistance out to those people that have the questions, need to make decisions and use resources
- User friendly – easy to produce articles and attach links to already published information

Social networking is:
- A way to get your information out quickly and in a timely fashion to the people who need to know it
- Also a new tool for communication between researchers

Lets embrace the new ways of getting our information out and not be left behind!