

Practice Abstract #28

What are the requirements for project data content used in social media accounts?

Social media with its wide-scale reach and rapid information sharing, can play a defining role in project planning, execution, and implementation. Using social media in the right way, information is delivered to the right people at the right time. Mainly, the success depends on the project data content in social media accounts (e.g. Facebook, Instagram, YouTube, Twitter). The project content in the social media should be short, interesting, understandable, multilingual, dynamic, visual, and attractive. The format of the information should be easily absorbed. So, it is recommended to use such formats as pictures, videos, diagrams, etc., newsletters, and must also be able to rank and download the project results on the website. It is important to note that, the video content is the best content type for dissemination-related purposes. Short nonprofessional videos could attract lots of people. In principle, interactive information is very attractive for end-users. Interactive information can be provided through an interactive demo farms map with filters, events calendars, etc. It's very useful to use mixed tools. A closer relationship with end-users could be built by providing contact information after each information message, as people want to know who is behind all shared information. A short message must be with an interesting/attractive picture.

Social media is a powerful, daily used, and wide tool. All information/data can be accessed by the end-user 24 hours a day, 7 days a week. It is therefore essential to properly design and use the data content of the project to achieve the project's objectives in an appropriate and efficient way.

