Crop Pathology Online
24/7/365

Does it deliver?

Johanna Couchman, Kellyanne Harris, Luise Sigel, Agriculture Victoria
Gavin Beever, Cumbre Consultants
The changing face of extension

Researchers are challenged to:

• Do ‘extension’
• Answer queries from a wide range of ‘service providers’
• Work across state & jurisdictional borders
• Be connected and in touch
• Operate in the digital space

P. Phillips, UWA 2009 via Grains National RD&E Strategy
Why online extension?

Tools used to gather research information to aid farm and crop management decisions:

<table>
<thead>
<tr>
<th>Tools</th>
<th>Growers</th>
<th>Advisors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic devices</td>
<td>93%</td>
<td>100%</td>
</tr>
<tr>
<td>Websites</td>
<td>81%</td>
<td>98%</td>
</tr>
<tr>
<td>Mobile technologies</td>
<td>81%</td>
<td>84%</td>
</tr>
</tbody>
</table>

70% advisors interested in interacting online with experts

Source: GRDC 2013 Information Products and Services Needs Survey
ExtensionAUS - A brief history

- Based on the successful US extension.org
- 2014 GRDC funded pilot of two Communities of Practice
  - Field Crop Diseases
  - Crop Nutrition
The ExtensionAUS Difference

ExtensionAUS is a national internet-based Learning Network where experts exchange research-based knowledge to solve real challenges in real time.

Community of Practice
Social media monitoring
Ask an Expert

Ongoing interaction, engagement and feedback

What’s the best tool for the job?
Field Crop Diseases Reach

Community of Practice
- over 50 members
- State departments, universities, private industry
- 152 web articles and other knowledge resources

www.extensionaus.com.au
- > 18,000 users since 2014
- > 2 pages per session

Social media
- Twitter: 2431 followers
- Facebook: 583 likes

YouTube
- 41 videos
- > 2200 views
Are we reaching our target audience?

The most common terms in @AusCropDiseases followers biographies:

- agricultural
- agriculture
- agronomist
- agronomy
- australia
- australian
- based
- broadacre
- business
- consultant
- crop
- cropping
- family
- farm
- farmer
- farmers
- farming
- father
- food
- grain
- grains
- grower
- husband
- industry
- life
- love
- mallee
- management
- manager
- mixed
- nsw
- passionate
- plant
- production
- research
- rural
- science
- services
- sheep
- soil
- south
- southern
- systems
- tweets
- university
- vic
- views
- western
- wheat
- working
Quality content drives online engagement
Collaborative content development

Collaboration on original content

Number of contributing individuals and organisations

- New or updated articles: 100%
- ≥2 contributors: 72%
- ≥3 contributors: 35%
- ≥2 organisations: 57%
- ≥3 organisations: 11%
Social media is crucial for building an audience

### Facebook Promotion

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$26 (1 week)</td>
</tr>
<tr>
<td>Engagement</td>
<td>235</td>
</tr>
<tr>
<td>Likes</td>
<td>40</td>
</tr>
<tr>
<td>Comments</td>
<td>10</td>
</tr>
<tr>
<td>Shares</td>
<td>5</td>
</tr>
</tbody>
</table>

### Website Analytics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>1081</td>
</tr>
<tr>
<td>Unique Pageviews</td>
<td>943</td>
</tr>
<tr>
<td>Average time spent</td>
<td>3-4mins</td>
</tr>
</tbody>
</table>
Social media is crucial for building an audience

Twitter Metrics

- Impressions: 2747
- Engagement: 181
- Engagement Rate: 7%

Website Analytics

- Pageviews: 124
- Unique Pageviews: 110
- Average time spent on page: 3:47mins
Understanding how users interact with content

<table>
<thead>
<tr>
<th>Metric</th>
<th>VIC Article</th>
<th>SA Article</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>318</td>
<td>186</td>
</tr>
<tr>
<td>Time spent on page</td>
<td>3mins 15sec</td>
<td>8mins 21sec</td>
</tr>
</tbody>
</table>
Online as an avenue for two-way engagement

An online form allowing anyone to ask a public or private question of the Community of Practice
Benefits of online

- Relevant, timely and accessible
- “Go to where the people are”
- Protect the rigour of our messaging
- Measurable impact informs continuous improvement
- Two-way engagement and interaction
Acknowledgements

Field Crop Diseases Community of Practice and Leadership Team

Project Partners

The Field Crop Diseases CoP is funded by
- Grains Research and Development Corporation
- Agriculture Victoria

ExtensionAUS is a partnership between
- AgriFutures Australia (previously RIRDC)
- NSW Department of Primary Industries
- Grains Research and Development Corporation
- Agriculture Victoria
How can you get involved?

- Follow what the Field Crop Diseases CoP are up to
  - Twitter: @AusCropDiseases
  - Facebook: ExtensionAUS Field Crop Diseases
- Join the Field Crop Diseases Community of Practice
  - Contact johanna.couchman@ecodev.vic.gov.au
- Find out more about ExtensionAUS
  - Contact Gavin Beever – gavin@cumbre.com.au