



## farmdoc daily Gets Social (Media)

Scott Irwin

Department of Agricultural and Consumer Economics  
University of Illinois

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The goal of the *farmdoc* Project has not changed since its inception in 1999 to provide crop and livestock producers in the U.S. Corn Belt with round-the-clock access to integrated information and analysis to better manage their farm businesses. While the goal has remained constant, the technology available to meet that goal has undergone enormous changes during the last dozen years. We created the *farmdoc* daily site with an eye towards not only the technology people are increasingly using to access information but also the desired form of the information.

Nothing in the modern world stands still, and information technology has continued to evolve at a dizzying pace. The evolution of social media is at the forefront the latest revolution, which some call the "Web 2.0." With this in mind we are pleased to announce today that *farmdoc daily* is now fully integrated with Facebook and Twitter.

When you visit the *farmdoc daily* site you will see a "Follow Us" bar near the top right section of each page that will allow you to sign up to receive daily updates from *farmdoc daily* for either Facebook or Twitter. You can also elect to sign up for our daily emails or an RSS feed at the same place (you don't need to do anything if you have already signed up for the daily emails or RSS feed). There are also new buttons at the top of each daily post that let you "push" individual posts to your Facebook page or Twitter feed. If you are not familiar with how to use Facebook or Twitter we have a new "how to" page found here that will walk you through the steps.

We are excited about the new chapter this opens in history of the *farmdoc* project. We hope you will sign up for our news feed through Facebook, Twitter, or both. The news feed will feature not only the daily posts on *farmdoc daily*, but will also include links to interesting interviews with *farmdoc* team members, presentations by *farmdoc* team members, and other articles and blog posts that the *farmdoc* team thinks are just plain interesting. We are going to do our best to make this a rich and interesting news feed that you find worthwhile.

As always, comments and suggestions for improving our social media efforts are appreciated!

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<sup>1</sup> [farmdoc daily](#) October 18, 2012  
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