

# Using social networking to increase your impact in agricultural extension

*Live Webinar*



## REGISTER TODAY!

### DATE

November 7, 2024

### TIME

1:00 PM - 2:30 PM

### HOST

Sonja Brodt, UC Sustainable Agriculture Research & Education Program

### REGISTRATION

<https://surveys.ucanr.edu/survey.cfm?surveynumber=43885>

Are you an extension professional with a large clientele base? Have you ever wondered how to increase your reach and be more effective in your work? This participatory virtual workshop will present an overview of the science of social networking and how it relates to agricultural extension. Panelists will provide concrete examples of how they organize their extension events and outreach programs to harness the social networks of their producers, foster more network building, and engage producers as active contributors to extension efforts. Attendees will have opportunities to reflect on and share their own extension experiences during discussion periods.

### Panelists:

**Hope Zabronsky**, Climate-Smart Agriculture Program Leader, CA Inst. for Water Resources, UC Agriculture & Natural Resources, CA

**Sara Tiffany**, Director of Ecological Farming, Community Alliance with Family Farmers, CA

**Elizabeth Black**, Project Leader and Producer, The Citizen Science Soil Health Project, CO

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