



Connecting Communities  
**growing our future**



# National Rural Network

## Adapting Communications

Presented by James Claffey

16<sup>th</sup> June 2020



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# Overview

- Introduction
- Examples of methods of communication we employed as a result of the pandemic include:
  1. The Signpost Webinar Series
  2. Video Blogs
  3. Colouring Competition
  4. Women in Agriculture Video Series
- Conclusions





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## The Signpost Series

# ‘Pointing the way to a low emissions agriculture’

## Sustainable Agriculture Training Webinar Series





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## EIP-AGRI Participating Farmer Video Blog (Vlog) Series Episode 1



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020  
Co-funded by the Irish Government  
and the European Union



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The European Agricultural Fund  
for Rural Development  
Europe Investing in rural areas



eip-agri  
AGRICULTURE & INNOVATION

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7:33 / 8:34



**Episode 1 - Martin and Colm Gavin from the Pearl Mussel Project**



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## Colouring Competition

- 250 entries
- Reached over 100,000 people through social media

## Women in Agriculture Video Series

- Currently assembling a series of videos about women in agriculture from various sectors



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# Conclusions

- Webinars have the potential to reach a wider audience with lower costs
- Online forms of communication are effective for disseminating information but face to face communication remains the preferred option for consultation/engagement.
- Training is required as new techniques are needed (video production, use of webinar software etc.)
- Publication of our newsletter continues in order to reach those not online but alternative methods are required to replace public events



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# Thank You

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