

Connecting Communities growing our future





National Rural Network

Adapting Communications

Presented by James Claffey 16th 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









Introduction

Communication is at the heart of everything we do and public events were central to our Action Plan but we had to adapt due to the COVID-19 pandemic







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The Signpost Series

'Pointing the way to a low emissions agriculture'

Sustainable Agriculture Training Webinar Series









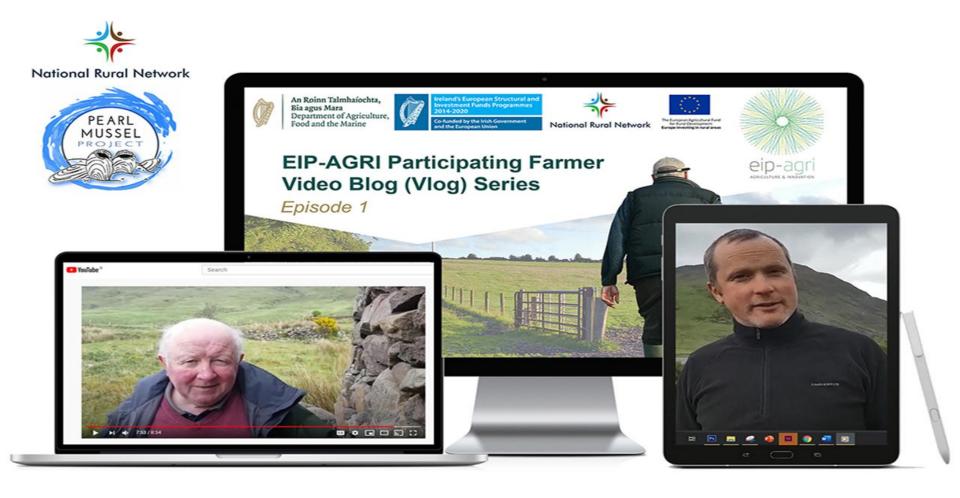












Episode 1 - Martin and Colm Gavin from the Pearl Mussel Project





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



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









Thank You

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