



Friends of Southern SARE:

From letting people know you are gassing-up your car, to fermenting revolution around the globe, social media outlets surround us daily. While you may not be that interested in what I'm having for dinner tonight, you may be interested in the new grants that Southern SARE is funding. Leaving the office and heading home may be of concern only to my children, but to a group of producers in South Carolina, building a new distribution center that can help create local food systems may be of interest.

From the ridiculous to the monumental, social media helps us to connect in new ways. At all levels, from Twitter to Facebook and beyond, what these exciting new tools do is enhance community and increase our bonds, even when we cannot see and talk to each other personally. The social capital that is created can only help us as we work to tell people about the new ideas and developments in the field of sustainable agriculture. These outlets can build bridges across time and space that will certainly increase our ability to transform American agriculture.

As Southern SARE embraces social media outlets, we want to encourage you to join us on this communications journey. The following is a list of some of the best practices for using social media as well as links to our sites and other tools to help you get the most out of the experience. As always, let us know how we can help you to make agriculture in the South more sustainable.

A handwritten signature in black ink that reads "JEFF". The signature is stylized with a large, vertical initial "J" and the name "JEFF" written in a cursive-like font.

Jeff Jordan

Southern SARE Director