



Social Media and the Democratisation of Information

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OPENING THOUGHTS

Social Media is the **democratization** of information, transforming people from content readers into **publishers**. It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in **conversations** between authors, people, and peers.



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OPENING THOUGHTS cont'd



- The **digital universe** is the marketplace of ideas. It's where brands are praised and criticized. Where public policy is shaped. Where stakeholders make their voices heard. And where today's **high-stakes communication battles are won or lost**. An Organisation's **digital footprint represents its brand, reputation**



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Communication vs Social Media

COMMUNICATIONS MEDIA

SOCIAL MEDIA

Space defined by media owner



Space defined by consumer

Brand in control



Consumer in control

One way/ Delivering a message



Two way/ Conversation

Repeating the message



Adapting the message

Focused on the brand



Focused on the consumer

Entertaining



Influencing, involving

Company created content



User created content

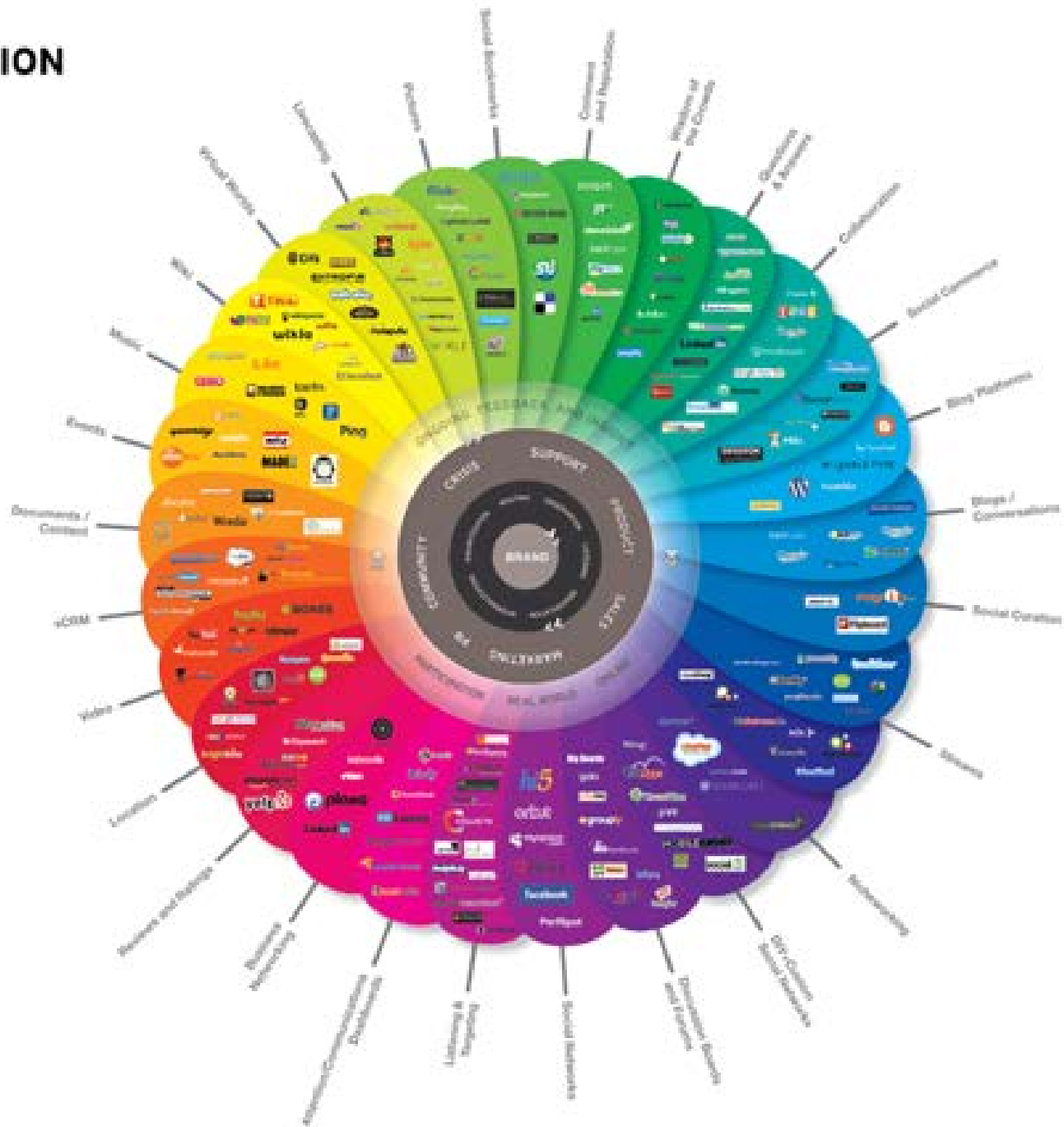


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THE CONVERSATION PRISM

Brought to you by Brian Solis & JESSIE



E-CONVERSATIONS

**I searched
for myself on
Google and
found nothing.**

For a Programme/Org, this would be
tragic. lamentably TRAGIC!

CONVERSATIONAL FOCUS

Raise
Awareness

Influence
Policies

Reach new
Audiences

Engage
Decision
Makers

Inspire
Action

Collaborate
with Partners



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Social media is big, evolving and here to stay



facebook

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