

# Farming Smarter: Calling across the divide: Connecting with non-farm audiences

Kevin Folta, University of Florida, shared why farmers need to engage in the conversations on social media. He brings his own experiences to the discussion and offers ways that farmers can share messages with others.

He offers some examples of misinformation coming from the anti-Glyphosate movement.

He recommends some reading to help people communicate effectively. Talking to people while sharing common values can engender trust and open the dialogue with people who want to know the truth.

<https://youtu.be/nAYH2yIWw4A>