

PLANT PATHOLOGY IN THE SOCIAL MEDIA AGE

BY GREG JOHNSON AND ANDREA MASINO

Enhancing social media delivery to plant pathologists

Time waster or community of trust? Views differ, but there is no denying the potential of social media to enhance plant disease research progress, record keeping and community engagement. Focussing on social media offered by plant pathology societies and plant pathologists, a session at [ICPP2023](#) - *APP-titude for Social Media in Plant Disease Research* will consider the use and engagement with social media by plant pathologists and considers how to improve social media relevance.

The starting point is a survey of the plant pathology community during 2023 to gauge the ethical use of social media to

- (a) improve access to the latest 'hot' findings in plant pathology and food security
- (b) improve extension and enhance contact with farmers and supply chain people
- (c) provide services and inspiration through plant pathology societies
- (d) support mental health and inspire the spirit
- (e) enhance the impact and access to journals and newsletters
- (f) promote meetings and report social news about plant pathologists

We would like to publicise the survey as widely as possible and encourage a wide range of responses. Please help us by taking part in the survey and by publicising the survey among your Society and colleagues.

The survey will help us gain insights for the plant pathology societies and plant pathologists who use, or are considering use of, social media so they might reach their audiences more effectively.

At ICPP2023 and in our report via the ISPP newsletter, survey findings will be summarised under

- (a) topics most important to social media readership
- (b) platforms respondents use to access plant pathology related topics and inspiration
- (c) scientific societies and other sources of plant pathology information and
- (d) the demographic profiles of users and non-users.

Finally, we will hope to identify opportunities for improving social media use to enhance science outreach, career prospects and well-being of plant pathologists.

Participants in the survey will be asked to provide an email address to help avoid duplicate responses or SPAM but this information will remain confidential to ISPP. Here is the link to the survey. Your answer is important! Help us spread and get a large number of responses so that we can achieve meaningful results!

**PARTICIPATE IN THE
SURVEY!**

