



FARMDEMO

RESEARCHERS, ADVISERS, OTHERS



<https://farmdemo.eu/hub/>

Note: This document is part of a **tutorial** aiming at helping you to obtain the most from FarmDemo Hub, considering your specific goals and interests. In addition, this material has been used at the FarmDemo Conference (Brussels, May 2019) as support for the Activity 7 (Session "How to use the Farm Demo tools?").

STEP

1

TELL US WHAT YOU WANT TO TRY AT FARMDEMO HUB

- A. I see good stuff at the inventory and I want it in handy and productive format
- B. I want to promote the virtual showcase and profile of the farms I support
- C. I would like to see how I can manage the FarmDemo profile of the farms I support
- D. I would like to increase the visibility of my organisation or network within the FarmDemo community



REGISTRATION

If not done yet, please create a user account to get full access to all tools, resources and benefits that FarmDemo Hub can grant you. Register here <https://farmdemo.eu/hub/bin/register>
Video-tutorial https://youtu.be/jsD415_ecEM

Now it's time to put hands on it. Below you have the workflow depending on the choice in Step 1 (A, B, C or D). Also, the FarmDemo team is ready to provide you with help and support in our email farmdemohub@usc.es. Notice that the QR codes below quickly drive you to different video-tutorials. However, workflow at FarmDemo Hub is quite easy. So read the steps and make use of the QR just when needed some help.

All video-tutorials are available at the [FarmDemo Hub homepage > More info > Help & Tutorials](#)

A

SEARCH AND DOWNLOAD DATA AND INFORMATION

ENTER FARMDEMO HUB AND LOGIN INTO YOUR ACCOUNT

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- Go to <https://farmdemo.eu> and look for "Visit the Hub"
- Or alternatively type <https://farmdemo.eu/hub>

Then, click on "Login" at the upper right corner and enter your credentials



BROWSE THE FARMDEMO DATABASE

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E.g. what if you're starting a new project or consortium and you would need to find out about farms from an specific sector or country? See here how

Video-tutorial <https://www.youtube.com/watch?v=oKgCp9dSnAo>



DOWNLOAD THE DATA FILTERED

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Results of your queries can be download in EXCEL, CSV and PDF format. Look for the icons on the top of the table of results of your consultation

Video-tutorial <https://www.youtube.com/watch?v=JaBpz-ft3M>



B

PROMOTING THE FARMS YOU SUPPORT: PICTURES, NETWORK

If you provide support to farms (e.g. as adviser) notice that you could manage the Hub farm profiles on behalf of their farmers. Section B and C provides you with guidance on how to boost the visibility of the farms you handle and how to take up the role of farm manager

CREATE YOUR FARM PROFILE

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If not done yet, first create the farm profile

Video-tutorial <https://www.youtube.com/watch?v=jkbSCUlm0FA>



TAKE ADVANTAGE OF "ABOUT US" AND OTHER TABS

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Here some tips to show off the farms and increase their visibility:

- People like pictures & videos! This is a must in the best profiles
- Farm story and people behind matter! Do not pass over "description" sections. Notice those can be multilingual
- Fill the Network tab, e.g. link your organisation, visitors of your farm, etc.
- Request your farmers to link and mention you at the Network

Video-tutorial editing "About us" https://youtu.be/jsD415_ecEM



ADD DEMONSTRATIONS

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Even if just the visit of a single farmer to learn from you, upload every "demo" to FarmDemo Hub. Demos highly boost the visibility and searchability of the farms.

- The keywords available for tagging the demos allows you to highlight where your farm is more innovative. Make the difference with others!
- Do not hesitate to detail dates of the demos, even if approximate, so that they can be automatically displayed at the FarmDemo calendar

Video-tutorial <https://www.youtube.com/watch?v=zmZ3bAC0nAY>



C

MANAGE DIFFERENT FARMS AND USERS AT FARMDEMO HUB

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To manage the profile of a farm you need the permission of the farmer. This video-tutorial shows you how to proceed, even if the farm is not at the inventory.

If willing to try and see how to deal with different users and farms, ask the FarmDemo team for some examples of profiles to play with.

Video-tutorial <https://www.youtube.com/watch?v=02ntVdOfj70>



D

INCREASE VISIBILITY OF YOUR ORGANISATION

INCREASE THE MENTIONS IN THE PROFILES

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- Fill the specific field "name of the organisation". Better full name plus the acronym
- Add information about the organisation by your personal name, e.g. the acronym of the organisation or your position within brackets
- Personal data are private by default, make sure you're not hidden any important info due to the privacy settings. Check them at the profile

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