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Assessment of Social Media Utilisation and Its Influence on Agricultural Development in Enugu State, Nigeria

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Abstract

This study assessed social media utilisation and its influence on agricultural development in Enugu State, Nigeria, with particular emphasis on the role of digital communication in improving access to agricultural information and supporting farmers' productive activities. The specific objectives were to identify the social media platforms predominantly utilised by farmers for accessing and sharing agricultural information, examine the major benefits derived from social media utilisation in agricultural activities, determine the socioeconomic factors influencing farmers' use of social media, and identify the major constraints limiting effective social media utilisation for agricultural development in the study area. A sample of 360 farmers was selected through a multistage sampling procedure. Data were collected using structured questionnaires and focus group discussions and analysed using descriptive statistics and a logit regression model. The results showed that farmers utilised one or more social media platforms for agricultural purposes, with WhatsApp emerging as the most frequently used platform. Social media utilisation provided farmers with improved access to agricultural information, opportunities for knowledge sharing, market-related information, production advice and interaction with other agricultural stakeholders. The regression results indicated that the socioeconomic characteristics examined jointly explained a substantial proportion of the variation in farmers' social media utilisation. However, effective utilisation was constrained by inadequate electricity supply, high costs of digital devices, poor internet connectivity, high data costs and recurrent power outages. The study concludes that strengthening digital access and integrating agricultural information services into widely used social media platforms could enhance information dissemination, improve farmers' decision-making and contribute to agricultural development in Enugu State. It therefore recommends that agricultural extension agencies, government institutions and other agricultural service providers incorporate social media into their communication and extension strategies while improving digital infrastructure and affordable internet access for farmers.

Keywords: Social media, agriculture engagement youths and employment

1. Introduction

The importance of information in contemporary society cannot be overemphasised, as individuals, organisations and institutions require relevant information to make informed decisions and improve activities in virtually every aspect of life, including health, education, commerce, business and agriculture. Information has remained one of the fundamental elements through which human relationships are established, sustained and strengthened across societies. In the agricultural sector, access to timely, accurate and relevant information is particularly important because farmers require knowledge about production technologies, input availability, weather conditions, pest and disease control, markets, prices and government programmes. Agricultural information is therefore central to improving productivity, reducing production risks, facilitating poverty reduction and strengthening rural livelihoods. The effective utilisation of information can also promote innovation and encourage farmers to adopt improved technologies and production practices. The emergence of the information economy has made the conscious utilisation and effective deployment of information increasingly important for creativity, productivity and profitability. Where the target population has access to information that is readily available, understandable and usable, there is greater opportunity for improving their economic and social wellbeing (Suleiman, Ogakason, & Faruk, 2018). Consequently, strengthening farmers' access to agricultural information remains an important pathway towards promoting agricultural development in Enugu State, particularly in an era characterised by rapid digital transformation. Information and communication technologies (ICTs) have increasingly transformed agricultural development and advisory services by creating new channels through which farmers can obtain, exchange and utilise agricultural information. ICT-based agricultural interventions include web portals, telecentres, mobile telephony and hybrid systems that combine digital technologies with conventional agricultural extension approaches. The Internet has consequently emerged as an important source of information for agricultural development, complementing traditional channels of agricultural communication. In Enugu State, the growing availability of digital technologies has created opportunities for farmers, agricultural professionals, researchers and other stakeholders to access information beyond the limitations of conventional extension systems. ICT interventions have also received increasing attention from agricultural institutions and development agencies seeking to improve farmers' access to markets, technologies and advisory services. Mobile applications and other digital platforms can provide information on agricultural markets, crop production, insurance and other services required by farmers. Social media represents another important ICT-based tool that has moved beyond its initial association with entertainment and personal communication to become an avenue for knowledge sharing, networking and collaboration in agriculture. Its interactive nature allows farmers to communicate directly with experts, extension personnel, researchers, traders and fellow farmers. These technologies are relatively accessible and increasingly popular among agricultural stakeholders. Social media therefore possesses considerable potential as a communication and networking instrument capable of improving the flow of agricultural information and supporting agricultural development (Khan, Rahman, & Qazi, 2019).

Social media platforms have revolutionised communication and information sharing across different sectors, and agriculture is increasingly benefiting from this transformation. Platforms such as Facebook, Twitter, Instagram, YouTube and WhatsApp provide farmers with opportunities to obtain agricultural information, exchange production experiences, access market information, promote farm products and interact with other agricultural stakeholders. Agricultural production has undergone considerable transformation as technological advancement has introduced modern methods of production, processing, storage and marketing. In this changing environment, information has become increasingly important for farmers seeking to optimise productivity, minimise risks and respond to changing market conditions. Social media provides a relatively inexpensive and immediate avenue through which farmers can connect with agricultural experts, researchers, fellow farmers, consumers, input suppliers and government agencies. Its usefulness is further strengthened by its ability to facilitate two-way communication rather than the one-directional flow associated with some conventional information channels. Social media can therefore support knowledge sharing, networking, market promotion and collective learning among agricultural stakeholders. The platforms also provide opportunities for agricultural researchers and extension personnel to disseminate innovations and receive feedback from farmers. The evolution of social networking sites has consequently created new possibilities for agricultural communication and collaboration. Boyd and Ellison (2022) observed that social networking sites have become a mainstream cultural phenomenon, while agricultural researchers have increasingly recognised the potential of social media and mobile technologies for establishing connections and disseminating research findings. Similarly, CIARD (2021) emphasises that social media represents a shift in the way people discover, read and share information by transforming traditional media monologues into more interactive social media dialogues.

Social media can be broadly understood as Internet-based platforms that enable individuals to create, share, consume and exchange information and ideas within virtual communities and networks. These platforms allow users to communicate individually or collectively, exchange opinions, share multimedia content and establish communities based on common interests. Social media therefore provides opportunities for the creation, storage, retrieval and dissemination of information through text, images, audio and video. Adaeze (2017) defines social media as forms of electronic communication through which users can create online communities for sharing information, ideas, personal messages and other forms of content. Unlike conventional media, social media users can generate their own groups, pages, communities and blogs through which information can be produced and disseminated. This characteristic makes social media particularly relevant to agriculture because farmers can use these platforms not only to obtain information but also to promote and market their agricultural products. Paisley (2021) notes that social media provides opportunities for promoting farmers' products and developing networks, thereby establishing an important connection between agriculture and digital communication. Similarly, Orifah, Ijeoma, Olajide, and Wigwe (2022) argue that agriculture and social media can complement each other because social media offers agriculturalists and rural industries opportunities for

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continuous two-way communication and interaction. Through these platforms, farmers can access information relating to crop production, land preparation, farm management, fertiliser application, irrigation, pest and disease control, harvesting, marketing and agricultural extension services. Social media can consequently enhance the visibility of agricultural activities, facilitate interaction among stakeholders and strengthen the dissemination of agricultural technologies in Enugu State.

Agriculture remains an important sector for economic development, employment generation, food security and poverty reduction in developing economies. Agricultural development is particularly important because of its capacity to provide livelihoods and income-generating opportunities for large sections of the population. Amungwa and Baye (2019) identify agriculture as an important engine of growth and one of the effective means of reducing hunger and poverty in developing countries. Agriculture has also remained a significant and profitable sector capable of creating employment and contributing to economic growth (Adelanke, 2019). According to Agwu, Nwankwo and Anyanwu (2019), the sector provides employment opportunities, contributes to poverty reduction and stimulates economic growth. In Enugu State, agriculture possesses considerable potential for strengthening food production, employment, rural livelihoods and economic self-reliance. Anaeto, Asiabaka and Okoroma (2018) observe that agriculture provides food, employment opportunities, foreign exchange and revenue, while Ogbalubi and Wokocha (2013) emphasise its importance in generating employment and stimulating overall economic development. Despite these opportunities, agricultural participation among young people remains a major concern, as agriculture is often associated with older or less educated members of society (Okiror & Otabong, 2019). This situation can contribute to declining agricultural productivity and weaken the sector's contribution to economic development (Adigun, Bamiro & Oyetoki, 2017). Youth participation is therefore essential for the sustainability of agriculture because young people possess physical strength, creativity, technological awareness and innovative capacity that can support modern agricultural enterprises (Agumioagu, Ifeanyi and Agu, 2017; Adekoya, 2019; Jacob, Oshega and Ogri, 2017). Susilowati (2014) and Paisley (2013) emphasise the importance of securing young people's interest and participation in agriculture, while Naamwintome and Bagson (2013) note that exposure to modern technologies is changing the information needs and aspirations of young people. Social media can respond to this changing environment by providing young farmers with agricultural information, market opportunities and networks. Aliyu and Afrad (2017) describe social media as contemporary digital communication tools that facilitate interaction and information sharing, while Fabinu (2014) argues that social media can empower young people with agricultural and educational information capable of stimulating agricultural and agro-based activities. YPARD (2017) further highlights its potential for improving agriculture's image and facilitating the exchange of experiences among young farmers. Guanah, Obi, Egbra, and Akumabor (2017) note that social media can help organisations reach young people in familiar online environments, while Irungu, Mbugua and Muia (2015) show that social media can improve access to markets and modern production information. Against this background, this study assesses social media utilisation and its influence on agricultural development in Enugu State, Nigeria, with emphasis on the platforms used, agricultural benefits derived, socioeconomic factors influencing utilisation and constraints limiting effective use.

2. Literature Review

2.1 The Conceptual Framework

The agricultural sector globally is embracing social media and utilizing it to promote knowledge within the industry as well as networking with other like-minded agricultural professionals. The communities and relationships that agriculture is largely based on are further extended through social media channels and rural workers have begun to use social media to combat the feeling of isolation which arises due to the nature of their work (Kipkurgat, Onyiego, Chemwaina, 2016). Social media gives an opportunity to connect and interact with one's audience in agriculture, educate them and helps to know more about the industry. It makes promotion of extension programs easier, allows real time interaction with clients, helps extend outreach to new audiences, and promotes development of relationship among actors in Agricultural Innovation Systems (AIS) (Cornelisse et al., 2020). Bhattacharjee and Raj (2016) conducted a major online study on Global survey on use of social media in agricultural extension and rural advisory services. From findings of the survey, it was clear that social media is fast becoming an integral part of agricultural communication and it is being readily accepted as the next big thing in Agricultural advisory service. Another study by Crowley (2021) reported that 54% of farmers in Canada were using social media for personal use and 30% were using social media to promote their businesses. Social media gives farmers a voice and an opportunity to directly connect with their customers, which can help in direct marketing and increased profits alongside facilitating masspersonal communication (Carr and Hayes, 2015).

Also, they don't need to depend on a single source for information anymore and with increased contact with peers, tried and tested information at the right time can prove to be a very important input. For extension organizations, communication has become much easier and hassle free as the personal contact becomes uncomplicated with social media and platforms like Facebook, Twitter and Whatsapp which encourage high interaction among users benefiting everyone involved. Social media presence also increases the online visibility of extension websites (Arnold et al., 2022) which is another big advantage for quicker information dissemination. Facebook, YouTube, blogs, wikis and podcasts provide large potential for use to extensionists but the content and outreach needs to be determined based on users and content (Kinsley, 2021). For research and extension organizations, they also provide the opportunity of opinion mining to understand farmers' concerns, their problems and opinions, and evaluation of their attitudes towards agricultural aspects (Valsamidis et al., 2022).

LinkedIn, Academia.edu and ResearchGate have more users from researchers, academicians and other professionals to create a peer network. Whatsapp groups of farmers in India are actively sharing information and seeking advice from experts when needed and are requesting the government to use Google Earth and Whatsapp for accurate and efficient information delivery (Chaba, 2015). In spite of the opportunities, the use of social media is still just beginning in Agricultural advisory service. More and more farmers are using social media around the world and find it effective on farm

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(LeBoeuf et al., 2021).

2.1.1 Concept of Social Media

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities (Maya, 2020). Social media refers to interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media are interactive digitally mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks (Kietzmann, & Kristopher 2022). Social media is any digital tool that allows users to quickly create and share content with the public. Social media encompasses a wide range of websites and apps. Social media refers to websites and applications that are designed to allow people to share content quickly and efficiently (Matthew 2020).

Many people access social media through smartphone apps, this communication tool started with computers, and social media can now refer to any internet communication tool that allows users to broadly share content and engage with the public. Social media is the term often used to refer to new forms of media that involve interactive participation. Often the development of media is divided into two different ages, the broadcast age and interactive age. In the broadcast age, media are almost exclusively centralized where one entity such as radio or television station, newspaper company, or a movie production studio distribute messages to many people. Feedback to media outlets was often indirect, delayed, and impersonal. Mediated communication between individuals typically happened on a much smaller level, usually via personal letters, telephone calls, or sometimes on a slightly larger scale through means such as photocopied family newsletters (Manning 2014). Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media also includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act (Asough, 2021).

These sites have become a day-to-day routine for the people. Social media has been mainly defined to refer as many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship. Social media connect different races and making distant communication reachable in a shortest period of time. It has been trends already around the world to maximize the utilization of social media through variety of information sites. with motivating features, essentialities and importance, there is a growing number of users interacting with online social networks (Stock, 2018).

2.1.2 Concept of Agriculture

Agriculture is the most comprehensive word used to denote the many ways in which crop plants and domestic animals sustain the global human population by providing food and other products. The English word agriculture derives from the Latin ager (field) and colo (cultivate) signifying, when combined, the Latin agricultura: field or land tillage. But the word has come to subsume a very wide spectrum of activities that are integral to agriculture and have their own descriptive terms, such as cultivation, domestication, horticulture, arboriculture, and vegeculture, as well as forms of livestock management such as mixed crop-livestock farming, pastoralism, and transhumance. The term agriculture is occasionally restricted to crop cultivation excluding the raising of domestic animals.

The Oxford English Dictionary (2001) defines agriculture very broadly as "The science and art of cultivating the soil, including the allied pursuits of gathering in the crops and rearing live stock (sic); tillage, husbandry, farming (in the widest sense)." In this entry, we too use the term in its broadest, inclusive sense. There is need to clarify much agricultural terminology to avoid confusion (Harris 2022), particularly because the multidisciplinary nature of research on the subject leads to many concepts being used that derive from disparate disciplines; principally archaeology, anthropology, biogeography, genetics, linguistics, and taxonomy.

2.1.3 Roles of Social Media

The role of social media is primarily to connect people. It is a tool designed to connect people from all across the globe. The secondary function is to connect those people with ideas, services, products, and answers they may be searching for. Social media can provide businesses with a means of building relationships with clients and customers. Ambitious individuals can find the means to become entrepreneurs. And businesses can seek out and connect with other businesses to collaborate and share knowledge. While social media's main role is that of communication, there is so much more that it offers such as: (1) Reach a Larger Audience: The reach of social media is overwhelming i.e. According to Wikipedia 3.2 billion have access to the internet and with over 2.32 billion monthly active users on Facebook. With the click of a mouse, you have the potential to reach billions of people. (2) Brand Awareness: One major reason why you need social media is it makes brand awareness easier. For an entrepreneur just starting a business, may come to understand that, only a few persons have knowledge about his product-which may include friends, family members and probably neighbours, there are still billions of untapped traffic out there, what happens to them... the good news is, that's where social media comes in play. Take a second and think about this, how many times have you seen a brand for the first time on a social media post and a few days/weeks later you see that same brand in a shop…frankly, you are likely going to try it out, especially if you don't see the brand, you came for. Having a social media presence puts you in a better position over competitors that are not taking advantage of social media platforms. (3) Feedbacks: Feedbacks are good for any business; it gives room for improvement on a product or service. Businesses that interact with their consumers are likely to do better and the best way to get feedback is through social media platform-should know not all feedbacks will be free from prejudice but just have to filter and know the most common criticism. Getting feedback about your product from consumers through social media platforms is easier than you think with social media platforms such as Twitter, Instagram, YouTube, Facebook, LinkedIn are making it easy for businesses to connect with customers. (4) Cost Effective: There is a belief that something free might be taken for granted, which might be true because having a social media account is easy and free to use. If you know how to strategically create your campaign on social media, you will be able to reach thousands of people for a fee less than $20 doing but trying to get the same reach through an offline campaign will cost far more. Businesses with social media presence will automatically

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drive traffic to their website through social media platforms. If you provide a link to your site on Twitter, Instagram or LinkedIn page or post, you will get some clicks on that post which will land customers to your website or blog.

2.1.4 Benefits of Social Media to Farmers

Guest (2015) present social media as the unique solution of connecting young farmers to opportunities in agricultural sector. Koyu, Singh, Kalai, Dabi and Das (2017) are of the view that social media create exposure to improve skill and technology acquisition to users hence, youths that engage in agricultural practices using social media could be in better position to learn new practices, connect to donners and technologies required for an enhanced production and sales. Farmers and those interested in farming obtain information from social media platform. These platforms educate and inform them on agricultural matters as well as facilitate the buying and selling of agricultural produce and related products. The users exchange information and discuss issues concerning agriculture based on experience and knowledge. They also buy and sell agricultural produce and inputs and use pictures, links and videos to facilitate this. This sharing of information facilitates the marketing of the farmers produce and formation of networks. The social media platforms are also used to share links, news articles, information, feedback and for queries (Kipkurgat, Onyiego and Chemwaina, 2016).It provides farmers a quick and easy way to build relationships and interact with people in agriculture (Sulaman, Ogakaso and Faruk, 2018).

Social media offers timely and reliable information as it has brought changes in the way farmers do their business especially in the rural communities. The use of social media saves costs by providing access to agricultural information through communicating with customers and other partners involved in agricultural processes. Social media opens new market opportunities, especially in situations of changing market prices, helps in the acquisition of fertilizers and pesticide information for pest and disease control (Adeyemi, 2020). Through social media rural dwellers are linked to the cities and the world at large, so that opens up a very convenient and effective medium to reach out to a wider audience. Hence it can be leveraged to disseminate important agricultural information and innovations as well as marketing outlet for their products (Muktar, Mukhtar and Ahungwa, 2015). Social media provides unlimited platform for genuine business transactions as it offers youth farmers with business acumen the opportunity to promote their goods and services for a global market. Through this, many have been delivered from the shackles of abject poverty (Fabinu, 2014).

Social media plays a very important role in enhancing interactions and information flows among different actors involved in agricultural innovation and also enhance capacities of agricultural extension and advisory service providers. Agricultural programs planners are using social media to engage audiences and obtain feedback (Kipkurgatet al.,2016). Hence, agriculturists can no more rely on justface-to-face communication to tell their stories and to improve their trade. This is because social media has made communication easier (new media, 2015). The mindset of these youths could be positively channeled towards agricultural production with the application of social media. This will ultimately engage most of these sound minds and turn them away from crimes and other social vices (Kayode, Adedeji, and Agwu, 2015). Lauren, Sarah and Dan (2014), explain different benefit of social media in agriculture as follows:

1. It can help create a unique voice. Social media allows the consumer to learn more about who a farmer is and what the farmer does. This can help the farmer stand out among the competition and build brand awareness. This is especially key for farmers who direct market their products. Social media is a great way to provide consumers with transparency and more information about what happens in the farm on a daily basis.
2. It can help connect farmers with new consumers and improve relationships with existing customers, i.e., direct buyers, restaurants, chefs, etc. These are people that the farmer would not have encountered otherwise. If a farmer has a website for his farm and produce, social media can be an excellent way to drive new people to your website or blog. Social media also offers a chance to obtain feedback about your operation and to learn more about what your target audience really wants. Social media as a business tool that can help identify new customers and boost your marketing outreach
3. It can help educate the public about a farmer‟s business. If a farmer raises pastured poultry, for example, it can allow him to explain to a larger audience why he thinks pastured poultry is beneficial. If the farmer is passionate about certain aspects of food production, like organics, he can use the social media platform to educate the population about organics and to establish himself as an authority on the subject.
4. It can help the farmer link up with other producers and agribusiness professionals. At its core, social media is a networking tool. Farming can be an isolating job at times. An unpredictable schedule or living in a rural area can make opportunities for socializing with other producers few and far between. Social media can provide a digital way to connect with other producers throughout Nigeria, or even abroad. Connecting with other farmers and perusing their social media pages can not only help one get inspiration for what to post on the page, it may help one learn new ways to improve the production side of your business.
5. It can help the farmer stay relevant among an increasingly digitalized market. Industry standards are changing when it comes to marketing, with more companies having social media accounts than companies who do not have. This is especially true in the food and agriculture industry. As more and more farms create social media accounts and use it as their primary way of communicating with customers and potential clients, consumers may prefer to choose a farm that has a social media presence over one that doesn't.

2.1.5 Types of Social Media Platform Used by the Respondents

Revealed that majority of the respondents used WhatsApp chat (23.7%) as their main platform to search for agricultural information. This implies that majority of the youth were familiar with social media site and used WhatsApp platform most for agricultural information. This indicates that youth farmers in FCT use their social media for agricultural information. Therefore, the study infers that WhatsApp is the most popular social media platform used among youths in agriculture in FCT Nigeria, and should be explored as a platform by extension, research institutes and other organizations to reach out to the youth in agriculture.

The high usage of whatsApp can be explained to urge to get connected with their friends and relatives (Jisha and Jebakumar, 2014). The social media where youths in agriculture were least present include Twitters (1, 6 %), Skype (0.8%). Myspace (0.8%,)

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Hangout (0,6%). podcasts (0.4%), Imo (0.2%), Wikis (0.2%), Research gate (0.2%), Pinterest (0.2%), Tumbler (0.2%), Flicker (0.0%) Flicker (0.0%), Imo (0.20%), Wikis (0.2%), Reserchgate (0.2%) and Tumbler (0.2%). This could be as a result of the unpopularity of these social media platforms among the young farmers (Orifah, Ijeoma, Olajide, Olajide and Wigwe, 2017). Low usage of platforms such as, Linkedin, suggests that farmers hardly patronize professional and academic based media. However, this particular platform is relatively new to younger generations (Jasmine et al, 2016). The implication is that there is poor usage of these social media for searching for agricultural information by the respondents.

This finding agrees with Suleiman, Ogakason and Faruk (2018); Bhalchandraand Deshmukh (2017) which revealed that majority of the respondents used WhatsApp platform most to seek agricultural information. On the contrary, the result disagrees with Khou and Suresh (2018) that showed YouTube the most commonly social media platform used among farmers in a study carried out on the role of social media mobile applications and its impact on agricultural marketing in the villages of Pooranakuppam, Manaveli, Thavalakuppam and Nallavadu under Puducherry region. This was confirmed in interviews with the focused group, while responding to the questions to the type of social media platforms that are mostly used by the youth in agriculture for accessing agricultural information? "WhatsApp. It is popular and almost all of us have the App. It sends unlimited images, video and audio messages unlike twitter which is limited to 140 characters. This very platform helps us to conduct meeting online and exchange ideas, pictures, information and greetings among ourselves." Similar findings were recorded in focused group: "WhatsApp is a popular platform. I feel happy using WhatsApp because it helps me to get in touch with friends, family and other farmers. We exchange vital information on this platform. It is a closed use group which has second level encryption and security. In fact, it is my best platform. But I also use YouTube, because I visualize things that are posted in the platform. Social Media Platforms that are Mostly Utilized by Respondents. Social Media platform is as follows WhatsApp, Facebook, Blogs, Twitters, YouTube, Linkedin, Instagram, Snapchat, Pinterest, Research Gate, Flicker, Tumbler, Podcasts, Myspace. The Usage of social media in Engaging Youths in Agricultural Development in Enugu State, Nigeria are as follows Google+, Wikis, Skype, Email Hangout, and Imo, among others.

2.1.6 Impact of social media in the Nigerian Agricultural Sector

Discussing agriculture elsewhere in Africa, Jama, Stuth, Kaitho, Ali and Kariuki (2022) observed the need of farmers for a comprehensive agricultural information system focusing on markets, farming conditions, disease incidence, water supplies and conflict hotspots has been identified by most governments, NGOs and international agencies the world over within Eastern Africa. This situation is similar everywhere in Africa, including Nigeria. In virtually every sphere of life in Nigeria, there are noticeable changes and transformations brought about by the emergence of Information and Communication Technology (ICT) and the agricultural sector is not left out. In Nigeria, social media infrastructure is spring up fast and Nigerians are increasingly getting used to computing devices, digital imaging, the Internet and Wide Area Networking (WAN), and mixed media. For example, use of radio for internet access and Internet radio, SMS services and WAP (Wireless Access Protocol) based Internet access using cellular telephony is now common. Also embedded use of micro-processors, computing devices and applications, digital media in processes and systems for data and information management communications are not left out. The application of social media in agriculture is becoming increasingly important.

Electronic Agriculture popularly known as E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. More specifically, E-Agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use Information and Communication Technology (ICT) in the rural domain, with a primary focus on agriculture. E-Agriculture is one of the action lines identified in the declaration and plan of action of the World Summit on the Information Society (WSIS). The main phases of the agriculture industry include: crop cultivation, water management, fertilizer application, pest management, harvesting, post-harvest handling, transport of food products, packaging, food preservation, food processing/value addition, quality management, food safety, food storage, and food marketing. All stakeholders in the agriculture industry need information and knowledge about these phases to manage them efficiently.

Any system applied for getting information and knowledge for making decisions in any industry should deliver accurate, complete, concise information in time or on time. The information provided by the system must be in user-friendly form, easy to access, cost-effective and well protected from unauthorized accesses. The information could be packaged in the form of recorded text messages, drawings, photographs, audio, video, process descriptions, and other information in digital formats, to mention but a few. Generally, there are three areas in which social media can contribute to the agricultural sector:

- Improved management of data and information
- Improved services including marketing
- Improved learning and capacity development

2.2 Theoretical Framework

The theory of utility serves as one of the theoretical frameworks for this study. The original concept of utility was developed principally by the moral philosopher, Jeremy Bentham (1747-1842) and John Stuart Mill (1806-1873) in the late eighteenth century and formally integrated into the analysis of economic problems by William Stanley Jevons (1835–1882) (Wikipedia, 2018). Utility theory is the perceived value (i.e. usefulness) an individual receives when purchase a good or service. Five types of economic utility which include form, place, time, possession and place were identified (Quickonomics, 2018). Utility theory bases its beliefs upon individuals‟ preferences. It is a theory postulated in economics to explain behavior of individuals based on the premise that people can consistently rank order their choices depending upon their preferences. Each individual will show different preferences, which appear to be hard-wired within each individual. Utility theory is a positive theory that seeks to explain the individuals‟ observed behavior and choices The utility theory then makes the following assumptions: completeness, more-is-better, mix-is-better and rationality (Prakash, 2021).

Utility theory relates to this study because it centers on the perceived value (i.e. usefulness) and utility (satisfaction) which youths receive when they purchase and use social media for

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agricultural information.The social media can be used to create awareness and encourage the youths to participate in agriculture because of its attendant benefits (usefulness).Through the social media, the youth will be become better informed and educated by being constantly abreast of global news and information. This will enable the change agents, researchers, enthusiasts and professionals to identify the social platform which youths are interested in (or not interested in) in receiving agricultural information.It will open up a platform that agricultural extension officers, farmers, agricultural institutions and nongovernmental institutions utilize to disseminate and exchange agricultural information to youths in agriculture. This theory is important to this study because it helped to determine the level of satisfaction derived from the usage of social media. The level of satisfaction with the usage of social media will largely facilitate the utilization of this source of information (social media). Social media have utility but only if they bring satisfaction to the youth.

This theory can be found to be very useful to this paper because it provides a methodological framework for the evaluation of alternatives. This theory provides the youth with alternative platform from where they will make the best choice based on thehighest utility (satisfaction level). The attendant benefit (usefulness) will be determined by checking the relative satisfaction levels derived by individual youth when they access agricultural information from smart phone and Internet. But due to increasing number of social media platforms, the decision of choice is getting diverse for youth farmer and agricultural extension advisory service providers. By using this theory, Agricultural Extension advisory service could assist farmers to develop a receptive mine towards agriculture, there by improve extension service delivery to them on a given platform. Hence, extension agencies should also quickly adapt and develop relevant information, which can be disseminated through these tools. Youth farmers should explore the potentials and opportunities that social media can offer the youth of information and technology so that its benefits will be harnessed to the fullest. The theory is important to this study because it helps to explain the "mix-is-better" assumption about preferences which says that a mix of the two is better than one i.e. the usage of more than two platforms of social media will be better than two. For example, the use of Whatsapp and Face book will be better than only Whatsapp. Youth in agriculture should be encouraged to open multiple accounts on the various social media platform. It will make it easy for them to collaborate and network with a larger audience.

2.3 Empirical Review

The importance of establishing connections and networking in Agricultural Research (AR) cannot be over-emphasized. This is because a nation feeds her populace through agriculture. The Enugu state government is not compromising on the relevance of agriculture to the survival of the nation; hence, there are various agencies, research institutes, agricultural universities/colleges and non-governmental organizations that carry out agricultural research in Enugu state (Ilevabaoje, 2019). On the other hand, Okwu and Daudu (2021) observe that Nigeria has an elaborate agricultural research and extension system but the result of these researches are not fully made available to the end users; hence, the researchers, extension workers, farmers, etc., are not sufficiently exposed to new knowledge. This therefore necessitates a need for establishing connections among stakeholders for proper dissemination of current and relevant information/knowledge for sustainable agricultural production. The traditional method of transferring information through print and face-to-face meetings is now often supplemented and/or replaced by web-based outlets. In Alabama, for instance, The Alabama Precision Agriculture Program initiated social media and web campaign as a method of distributing educational information while gaining recognition as a source of precision agriculture (PA) resources. The use of social media (SM) and social networking sites (SNS) has speedily increased (Ellison, 2022). Facebook, a popular SNS, had over 400 million active users in 2010; hence, the social media are gaining more popularity for communication and dissemination of information (Gakuru, 2021). These social networking sites allow individuals to create a public profile or semi-public profile and articulate a list of other users with whom they share a connection. In Africa, social networking sites are becoming more widely spread than they have ever been before, especially among the youth (Olusegun, Vincent, Adekoya, and Ogunde, 2020).

Cleveland (2022) reported that Nigerians are enthusiastic about the Internet. He reiterated that 82% connect at least once a day and 25% connect round the clock while a minimum of two hours is spent surfing the web per day. He claims that participating in social networking is the single most important activity among these Internet users, while 95% of them are members of one or more social networks. Agbamu and Van den Ban (2021) observe that communication linkage of research reports in Nigeria is the top-down linkage connection of passing down research reports to the farm 6 families at different local areas through extensions, with distance as major hindrance. It is very important that researchers get connected on professional and interpersonal relational levels to channel the course for fast information release to assist in the sharing of knowledge of research reports despite distance and extension efforts. In another vein, Yahyah (2020) opines that such communication channels may be too complicated for use in practice and for effectiveness.

Corroborating this assertion, Agbamu (2020) observes that Nigerian agricultural research linkages open up researchers annually through representations to participate in discussing national problems, a channel that is less effective to research growth and development. This suggests that despite the wealth of agricultural research churned out from research institutions in Nigeria, there is the challenge of prompt availability, awareness and full use of professional research reports, prompt connection and networking with a wider medium to capture a larger audience among agricultural researchers. To establish such professional connections, different e-media channels will be effective as possible opportunities for electronic networking. These include e-mail, twitter, blogs, MySpace, LinkedIn, Flickr, among others. All these are classified as social media which individuals and institutions can connect with to effectively boost research. Alabi (2021) states that telecommunication facilities are increasing tremendously in Nigeria, making people to connect to one another and exchange information and interests to meet specific need. Fulton (2019), on the other hand, states that social media help to disseminate research reports and the challenges therein among researchers nationally and internationally faster than the long chain method of those days. Relatedly, Onoh et al. (2026) examined the relationship between macroeconomic instability, microfinance effectiveness and poverty in Nigeria from 1990–2024 using

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ARDL, with FMOLS and DOLS as robustness checks. The findings showed that macroeconomic instability and exchange-rate uncertainty increase poverty, while microfinance expansion, borrower participation, deposits, loans and financial deepening significantly reduce poverty. More so, Manasseh et al. (2025) examined the relationship between electricity generation and agricultural development in Africa from 2000–2020 using the dynamic GMM estimator. The findings showed that electricity generation capacity was negatively associated with agricultural development, while electricity consumption and access significantly enhanced agricultural development, highlighting the importance of efficient energy infrastructure. Onoh (2020) examined the relationship between agricultural financing and economic growth in Nigeria from 1981 to 2016, finding both short- and long-run relationships and a unidirectional causality running from economic growth to the Agricultural Credit Guarantee Scheme Fund (ACGSF). The study recommended that government should improve agricultural fund disbursement mechanisms and provide genuine farmers with accessible financing at low interest rates.

3. Research Methods

3.1 Research Design

The researcher adopted the census survey design. According to Nworgu (2015), census survey is the design which aims at collecting data and describing in a systematic manner the characteristic features or facts about a given population. This design was deemed appropriate, since the study seeks to collect data from the population for the study and drew inferences on farmers application of management information system in the social media impact on agriculture in Enugu State.

3.2 Area of the Study

This study was conducted in Enugu State. The State has 17 Local Government Areas. The inhabitants of the State are mainly students, civil servants and farmers in the rural areas. Enugu State has six (6) zones. The six zones are Agbani, Awgu, Enugu, Nsukka, Obolo-Afor and Udi. Enugu State is one of the 36 states of the Federal Republic of Nigeria. It has farmers across the state. The area of this study was chosen because the researcher noticed a gross negligence of the social media usage towards agriculture in Enugu State. Enugu State shares boundaries with Abia State and Imo State on the South, Ebonyi State on the East, Benue State to the Northeast, Kogi State on the Northwest and Anambra State on the West. Its people are Igbo by ethnic grouping and are predominantly farmers. The city owes its geographical significance to the discovery of Coal in 1909. That was why it's known as coal city state.

3.2 Population for the Study

The population for the study was 450 respondents made up the farmers in Enugu State. This is according to data that was collected from Agricultural sector in Enugu State (2023).

3.3 Sample and Sampling Technique

Census sampling was employed in this study due to the relatively small size of the population of the study. Census sampling refers to a tool use in collecting information from all units of a population such as the farmers in Enugu State and compile the information into a useful form.

3.4 Instrument for Data Collection

A 28-item researcher's developed questionnaire titled "social media towards Agricultural Development. Questionnaire (SMAQ)". The questionnaire is divided into two sections A and B. Section A seeks to elicit the bio-data of the respondents such as gender. Section B is made up of the questions. Respondents will be required to indicate their opinions on a four-point rating scale of Very High Extent (VHE), High Extent (HE), Low Extent (LE) and Very Low Extent (VLE) weighted 4, 3, 2 and 1 respectively.

3.5 Validation of the Instrument

The face validation of the instrument social media towards Agricultural Development. Questionnaire (SMAQ) was determined. To ascertain this, the researcher was presented the title, purpose of the study, research questions, hypotheses and the copies of the questionnaire to three experts who are experts, two in the Department of Education Management and one in Department of Mathematics and Computer Education. (Measurement and EvaluationUnit) all were from Faculty of Education, Enugu State University of Science and Technology (ESUT).

The experts did valuable corrections and made necessary inputs which were rigorously effected to arrive at the final state of the instruments. The research experts, therefore confirmed that instruments could measure what they were made to measure. Specifically, they confirmed the face validity of the instrument.

3.6 Reliability of theInstrument

Cronbach's Alpha was used to determine the internal consistency of social media towards Agricultural Development. Questionnaire (SMAQ). It was considered appropriate in order to determine the extent of homogeneity of the items in the clusters. The data which was used for computing the reliability indices was obtained from the (SMAQ) that was administered on a sample of 62 (sixty-two) farmers from Aninri local Government Area Enugu State whom the researcher was randomly selected. The choice of Aninri local Government Area was that it has the largest Agricultural production in Enugu State. The results obtained from the responses on various items in the instrument were used to determine the internal consistency of the instrument. The researcher used Cronbach's Alpha method to determine the internal consistency of the instrument which yielded .80 for section 1, .74 for section 2, .82 for section 3 and .77 for section 4. The overall reliability index was .89. This showed high reliability index and was used for the study. The choice of Cronbach Alpha as the statistics for computing the reliability was based on the fact that the items were dichotomously scored.

3.7 Method of Data Collection

The researcher with the help of five research assistants administered the instrument directly on the respondents. The research assistants were properly briefed in a one day consultative meeting on how to distribute and retrieve the instrument and to be polite to the respondents. This will help them in approaching the farmers and allowing each respondent to complete the instrument fully before retrieving the filled questionnaire. Out of the 620 copies of questionnaire administered to the respondents, the researcher and her research assistants retrieved 450 copies, after a week's interval with an 85.73% retrieval rate.

3.8 Method of Data Analysis

In analysing the data, the researcher used mean with standard deviation in answering the research questions of this study. The benchmark set for the mean score was, any mean score more than or equal to 2.50 was to a very high extent (VHE) and high extent (HE) while any mean below 2.50 was to a low extent (LE) and very low extent (VLE). The benchmark of 2.50 was gotten by summing

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up the Weighted options (4+3+2+l; l0) and dividing it by total number of response options (4) as follows; l0/4=2.50. The t-test statistics was used to test the null hypotheses at 0.05 level of significant. The decision rule for the hypotheses Was, hypothesis was not rejected when the t-calculated value Was less than the critical table value, but rejected when the t- calculated value was greater than or equal to the critical table value.

4. Empirical Results and Discussion of Findings

The researcher in this chapter presents the data collected from respondents as well as the results of their analysis. The presentation and analysis are according to the research questions and hypotheses.

4.1 Research question 1: To what extent do social media that are mostly utilized by agricultural researchers in Enugu state?

Table 1: Mean ratings of farmers on the extent to which farmers apply social media impact in Agricultural development in Enugu State.

		Farmers 450		
	Cluster Mean	**2.48**	**0.93**	**LE**
S/N	**ITEMS Farmers application of social media impact in Agricultural development in Enugu State**	$\overline{X}$	**SD**	**Dec.**
1	I don't need to have postgraduate qualification to use social media	2.25	0.82	LE
2	Use of social media will keep me abreast with happenings in other parts of the world.	2.34	0.88	LE
3	Use of social media will expose me to weather information for agriculture	2.53	0.91	HE
4	Use of social media will increase my agricultural knowledge	2.38	0.89	LE
5	Use of social media will expose me to CSA agricultural information	2.45	0.90	LE
6	I have no problem mixing with people during the use of social media at ICT centers	2.49	0.92	LE
7	Use of social media will help me to keep abreast with government agriculture policies	2.50	0.96	HE

Table 1 indicated that the responses of the participants on the extent to which farmers apply social media impact in agricultural development in Enugu state. The farmers mean ranged from 2.25and standard deviation of 0.83 and however, were cluster means of 2.48 for the farmers and standard deviation of 0.93. This indicated that the farmers apply social media impact in Enugu State to low extent.

4.2 Research question 2: To what extent do farmers determine the purpose for which they use the social media in their career and professional development?

Table 2: Mean ratings of Farmers on the extent to which farmers determine the purpose for which they use the social media in their career and professional development in Enugu State.

	Farmers 450			
S/N	**ITEMS Farmers determine the purpose for which they use the social media in their career and professional development in Enugu State**	$\overline{X}$	**SD**	**Dec.**
8	Use of social media will facilitate timely CSA information dissemination	2.34	0.88	LE
9	Use of social media at agriculture resource centers is expensive for me	2.45	0.90	LE
10	I cannot afford the cost of data for using social media for work	2.15	0.71	LE
11	I have sufficient time to use the social media for accessing CSA agricultural information	2.60	0.98	VHE
12	Timing of agricultural programmers on social media are properly scheduled for my use	2.37	0.83	LE
13	Erratic power supply will not limit my use of social media	2.35	0.87	LE
14	I cannot understand or interpret information from the social media	2.38	0.91	LE
15	Use of social media will not improve my work	2.43	0.90	LE

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Table 2 indicated that the responses of the participants on the extent to which farmers determine the purpose for which they use the social media in their career and professional development. Therefore, the farmers mean ranged from 2.15, while that of the standard deviation is 0.71. however, were cluster means of 2.45 for the farmersand standard deviations of 0.90. This indicated that the farmers apply social media impact in Enugu State to low extent.

4.3 Research question: To what extent do farmers apply social media impact to discover the problems they have been able to solve using social media?

Table 3: Mean ratings of Farmers on the extent to discover the problems they have been able to solve using social media.

Farmers 450

S/N	ITEMS Farmers on the extent to discover the problems they have been able to solve using social media	X	SD	Dec.
16	Use of social media will distract me from my domestics chores	2.46	0.91	LE
17	Use of social media is of no benefit for agricultural extension workers	2.35	0.88	LE
18	The use of social media will not expose me to modern agriculture	2.25	0.72	LE
19	The use of social media will not expose me to extension of agriculture	2.36	0.81	LE
20	Use of social media will distract me from my domestics chores towards agriculture.	2.45	0.90	LE
21	I cannot afford the cost of data for using social media on agricultural advertisement.	2.28	0.70	LE

Table 3 imply that the responses of the respondents on the extent to which Farmers on the extent to discover the problems they have been able to solve using socialmedia. The farmers mean ranged from 2.25 and standard deviation of 0.72, therefore, were cluster means of 2.45 for the farmers and standard deviation of 0.90. This implies that the Farmers on the extent to discover the problems they have been able to solve using socialmediato low extent.

4.4 Hypotheses

Ho1: There is no significant difference in the mean ratings of male and female farmers on the extent of social media that are mostly utilized by agricultural researchers in Enugu state.

Table 5: t-test of significant difference between the mean ratings of male and female on the extentof social media that are mostly utilized by agricultural researchers in Enugu state.

Group	N	Mean	SD	Df	t-cal	t-crit	Decision
Male	225	2.48	.98	438	.25	1.89	Not rejected
Female	225	2.44	.95				

Table four (4) presents the t-test analysis of the mean difference in the response opinions on the extent of social media that are mostly utilized by agricultural researchers in Enugu state. The result shows that the calculated t - value (.25) at 438 degrees of freedom was less than the critical value (1.89). The null hypothesis was not rejected. However, there is no significant difference between the mean ratings of social media that are mostly utilized by agricultural researchers in Enugu state.

Ho2: There is no significant difference in the mean ratings of male and female farmers on the extent of their farmers determine the purpose for which they use the social media in their career and professional development.

Table 6: t-test of significant difference between the mean ratings of male and female farmers on the extent of their farmers determine the purpose for which they use the social media in their career and professional development in Enugu State.

Group	N	Mean	SD	Df	t-cal	t-crit	Decision
Male	225	2.39	.89	438	.65	1.91	Not rejected
Female	225	2.40	.86				

Table five (5) presents the t-test analysis of the mean difference in the response opinions on the extent of male and female farmers on the extent of their farmers determine the purpose for which they use the social media in their career and professional development. The result on table 5 shows that the calculated t – value (.65) at 438 degrees of freedom was less than the critical value (1.91) the null hypothesis was not rejected. Therefore, there is no significant difference between the mean ratings of male and female farmers on the extent of their farmers determine the purpose for which they use the social media in their career and professional development.

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Ho3: There is no significant difference in the mean ratings of male and female farmers on the extent of discover the problems they have been able to solve using social media.

Table 7: t-test of significant difference between the mean ratings of male and female farmers on the extent of discover the problems they have been able to solve using social media.

Group	N	Mean	SD	Df	t-cal	t-crit	Decision
Male	225	2.28	.92				
				438	2.61	1.94	Not rejected
Female	225	2.35	0.98				

Table six (6) presents the t-test analysis of the mean difference in the response opinions on the extent of male and female farmers on the extent of discover the problems they have been able to solve using social media. The result on table 6 shows that the calculated t – value (.61) at 438 degrees of freedom was less than the critical value (1.94) the null hypothesis was not rejected. Therefore, there is no significant difference between the mean ratings of male and female farmers on the extent of discover the problems they have been able to solve using social media.

4.5 Summary of Major Findings

The following are the summary of the findings of the study:

1) The result showed that the farmers apply social media impact in agricultural development in Enugu State to low extent.
2) The result showed that the farmers apply social media impact in agricultural development into low extent.
3) The result indicated that the farmers apply social media impact in agricultural development in secondary schools in Enugu State to low extent.

5. Conclusion and Policy Recommendations

5.1 Discussion of Findings

The study reveals that the majority of agricultural researchers in Enugu state are male and female. This corroborates the study by ASTI-FIF-ARCN (2009-10) that female researchers constituted 23% of the total agricultural research staff in Nigeria in 2008.This may also be connected with the fact that traditionally in Nigeria farming is associated with men, while a woman is only allowed to assists her husband, who is the head of the family. The majority of the researchers fall between the ages of 20-40 years. Hence, they are still young and active people who are supposed to be familiar with diverse information and communication technologies, which they should be able to exploit it to their greatest advantage for networking and communicating their research output. All the researchers maintain at least one account with the social networking sites, but Facebook is the most popular social media used by agricultural researchers in south-west Nigeria. This supports the opinion of Yahyah et al (2020) that Facebook is a popular social networking site; and that of Cleveland (2022) that Facebook is the most used social media in Nigeria. Ellision, Steinfeld and Lampe (2022) also establish the fact that Facebook provides a unique research environment because of its heavy usage patterns and ability to bridge online and offline connections. Though this study shows that the researchers are aware of and use at least one social media, they should be encouraged to maintain as many accounts as possible, as this will enhance the rate of networking among various groups and increase the rate of information flow for quality research results at the click of a mouse. The study also shows that the purpose of joining a social networking site varies among researchers; however, the purpose of connecting with professional colleagues ranks first on the list. This confirms Dwyer et al (2007) view that social network services focus on building online communities of people who share the same interests or activities. However, researchers should be encouraged more on using social media to communicate their research results because this will give the result more mileage whilst supporting democratization of knowledge and information (CIARD 2009). 12 All the respondents also acknowledged that social media has been of benefit to them in one way or the other. Exposure to recent knowledge, skills and technology in their area of specialization came first, while collaboration for research purpose and publishing of research results followed. This is in line with CIARD's (2009) statement that people may not want to waste their time surfing the web or any other resources unless someone they trust points them in that direction. Hence, with the use of social media researchers can seek for recommendations and suggestions from colleagues, peers and experts and thereby acquire the latest knowledge and skill in their area of specialisation. With social media you can liaise with millions of people to share first-hand information and experience.

5.2 Conclusion

Agriculture is a key sector in most developing countries. However, there is a need to make agricultural information available and accessible to youthswho can drive the sector forward. The use of social media in agriculture increased opportunities, motivated and increased the capacity of the youth to engage in profitable agriculture targeting niche markets. Their usage among Enugu state is reported to be on the increase; hence, social media usage in agriculture will not only change their attitude toward agriculture but the mindset of these youths could be positively directed towards agricultural production with the application of social media. This will ultimately engage most of these sound minds and turn them away from crimes and other social vices, the application of social media into agriculture will keep most youths in the rural and urban areas as they will be gainfully employed leading to increase agricultural production in Enugu state. The study was important at boosting active youths‟ participation in agriculture, thereby enhancing the economic growth of the nation. The outcome of this shows that:

(a) But Males and female were not involved or counterpart in the social media usage in the study area and this is the reasons for gender disparity in access to ICTs,

(b) youths were not using social media for accessing agricultural information and youths that were using social media engaged more in agriculture because they have access to agricultural information than their counterpart that do not use social media, (c) WhatsApp is the most commonly used social media platform among youth farmers in the study, which is not enough.

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(d)the notable benefits derived by youths via social media were new crop varieties, new farm input application methods, new market outlets, loan availability. fertilizer application and weather condition,
(e)that social media helped to engage youth in agriculture through extension services,
(f) Age, education farm experience, income and gender of the respondentssignificantly influence the usage of social media in agriculture in the study area. Therefore, these variables should be able to lend themselves into policy formulation/advice to increase social media usage by youths in Agriculture in the study area, and
(g) Poor electricity was the most severe constraint. In this regard, this study has proved the fact that the social media, if given adequate attention will serve as a veritable and indispensable tool that will promote youth participation in agriculture and bring about sustainable development in the agricultural sector. Hence, this study established that social media can engage and promote participation in agriculture among youths in agriculture in Federal Capital Territory, Enugu state. We hereby conclude that social media should be linked to agriculture. If possible service providers such as research institutes and extension services should utilize the social media platforms to reach out to youths in agriculture in order to improve information sharing and engage them in agriculture as well.

5.3 Recommendations

The usage of social media in agriculture, based on the above, is surely one of the ways the government can re-engage youths in agriculture and curb the rising unemployment problems in Nigeria. Therefore, based on the results of this study the following recommendations are made as a way of developing agriculture for greater youth participation in Enugu state:
Since the social media are the major platforms farmers use for communication, government should encourage the use of social media as a means of communicating agricultural information to farmers in Agriculture and youth agriculturalists in Enugu state so that the farmers can tap the benefits of the social media. This will greatly help to change the face of agricultural practice in the country and avoid being left out of global trends.
The use of social media is greatly influenced by education. Therefore, the educational curricular in agricultural science, animal husbandry and fisheries of subjects taught in secondary school should incorporate applications of information technology especially social media agriculture. Educating farmers with social media knowledge can generate innovative ideas and creativity for their productions and marketing of their produces. Since extension service can no longer reach large number of farmers, social media can be used to complement extension services in areas where there are geographically dispersed groups and where extension officers cannot effectively reach all farmers due to factors such as inaccessibility of roads.
Also, lack of awareness and skills to use social media tools constitute constraints to the use of Social Media usage among Youths in Agriculture. The Ministry of Agriculture and Extension organizations should organize training workshops to aid youth farmers improve their knowledge and application of social media platforms in agriculture so as to help improve efficiency among farmers. These constraints can be addressed through sensitization, awareness campaigns including training in order to promote maximum gain and utilization of technological knowledge and information which will lead to improved agricultural production, increased productivity as well as improved standard of living of the farmers.

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