

Political-institutional action in Social Media times

The experience of “*Articulação do Semiárido Brasileiro – ASA*”

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Abstract: The present work analyzed the Facebook’s page of Social Movement of Family Farming - the “*Articulação no Semiárido Brasileiro (ASA)*” - with the proposal to understand to what extent the space of this social media contributes and influences to the legitimization and the propagation of its political project. Methodologically, it refers to a qualitative research based on a given empirical reality, using content analysis in the Facebook and theoretical contributions to support the discussion. The study evidenced that the contents posted in the fan page refer to the flags and causes of the struggle of the ASA, i.e., connect with its political-institutional project, mainly with the agenda of living with the Semiarid, and its various themes related to this perspective, such as agroecological family farming, social technologies, traditional peoples, creole seeds, rural youth and agroecological farmers. Therefore, this article concluded that this social media serves to validate and propagate the political-institutional project of ASA.

Keywords: Family Farming; Social Movements; Social Media; Facebook

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FERREIRA, D. J. N.; GREGOLIN, M. R. P. Atuação político-institucional em tempos de mídias sociais: A experiência da articulação no semiárido brasileiro – ASA. **Revista Eletrônica Competências Digitais para Agricultura Familiar (RECoDAF)**, Tupã, v. 3, n. 2, p. 6-26, jul./dez. 2017.