

Welcome to the webinar!

- We'll be starting at the top of the hour!
- To ask a question or to comment, type in the question box on your control panel and hit return. We'll be reading the questions aloud and answering as many as we can.
- To find a handout of the slides, go to <http://www.extension.org/pages/68922> (paste that link into your browser).
- Find all upcoming and archived eOrganic webinars at <http://www.extension.org/pages/25242>



Be My Friend: Utilizing Social Media such as Facebook, Twitter and Pinterest to Engage and Interact with your Audience

Debbie Roos, North Carolina State Extension and
Debra Heleba, University of Vermont Extension

October 7, 2013

http://www.extension.org/organic_production



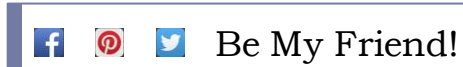


Deb Heleba



Debbie Roos





Utilizing Social Media such as Facebook, Twitter and Pinterest to Engage and Interact with your Audience

October 7, 2013

<http://www.extension.org/pages/68922>

Today's agenda

- ▶ Social media: where they fit in with farmer outreach / education.
- ▶ Making social media work – 7 Lessons learned.
- ▶ Virtual tour of social media in action!
- ▶ Q&A.



Acknowledgements



Deb's assumptions about you:

- ▶ You think that social media may have good potential in your outreach and/or education programming.
- ▶ You currently work with or are interested in working organic farmers.
- ▶ You know a little... or a lot about social media tools already.



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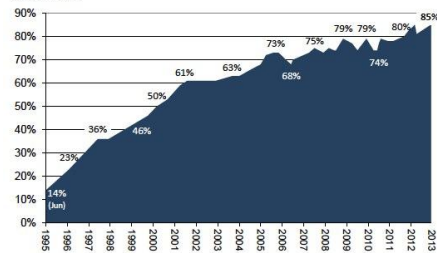
Social Media Use in Farmer Outreach and Education – Here's what we know:

- ▶ Social media is today's means of communicating.



Internet adoption, 1995-2013

% of American adults (ages 18+) who use the internet, over time. As of May 2013, 85% of adults use the internet.

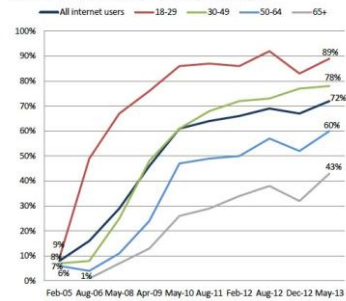


Source: Pew Research Surveys, 1995-May 2013.

More: <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>

Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2012. Spring Tracking Survey, April 17 - May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

The Landscape of Social Media Users

Use Any Social Networking Site	% of internet users who....	The service is especially appealing to ...
Use Facebook	67	Adults ages 18-29, women
Use Twitter	16	Women, adults ages 18-29
Use Pinterest	15	Adults ages 18-29, African-Americans, urban residents
Use Instagram	13	Women, adults under 50, whites, those with some college education
Use Tumblr	6	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 - December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

Social Media Use in Farmer Outreach and Education – Here's what we know:

- ▶ Farmers are using it.



Photo credit: Debra Haleba, University of Vermont Extension

Farmers and Internet Use -- 2012

- ▶ 67% US farmers have Internet access (59% in 2009).
 - ▶ 68% crop farms
 - ▶ 66% livestock farms
- ▶ Farms with greater sales, better connected
 - ▶ 82% of farms with >\$250k
 - ▶ 65% of farms with <\$100k
- ▶ How Farmers are using the Internet
 - ▶ 16% purchasing ag inputs
 - ▶ 14% conducting marketing activities
 - ▶ 40% conducting business with non-ag sites
 - ▶ Other activities??

▶ <http://usda01.library.umd.edu/usda/current/FarmCompl/FarmComp-08-20-2013.pdf>

Young farmers are using social media...

- ▶ 2011 American Farm Bureau study of Young Farmers and Ranchers (18-35 yo):
 - ▶ 92% of AFB young farmer and ranchers use computer and internet
 - ▶ 98% have internet access
 - ▶ 76% use Facebook
 - ▶ 81% use internet for news and ag information

▶

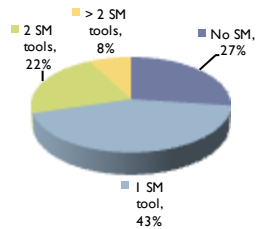
Organic farmers are using social media...

- ▶ OFRF's 2004 National Organic Farmers' Survey:
 - ▶ 78% of respondents indicated that they have Internet access (72% have access at home or farm).
 - ▶ Use Internet most frequently to check weather (61%).
 - ▶ 50% use Internet to look for organic market information.
 - ▶ 28% use Internet to sell their organic farm products.

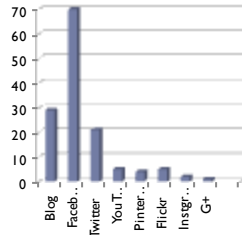
▶

Informal scan of social media use on VT farms*

Social Media Use on VT Veg/Berry Farms (n=118)



What Tools They're Using



*Not a scientific study; quick scan of VT veg & berry farms listed on uvm.edu/vtvegandberry.

Social Media Use in Farmer Outreach and Education – Here's what we know:

► Social media can fit in with our current programming...

► How are you currently providing any outreach and education to farmers?



Virtual Farm Tours & Field Days

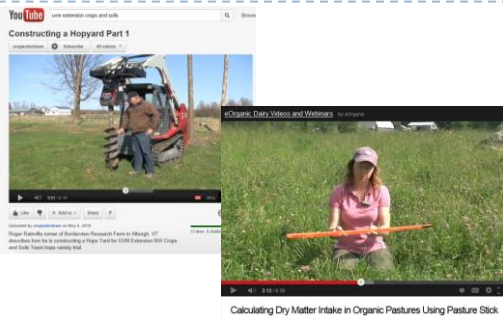


► Embedded video

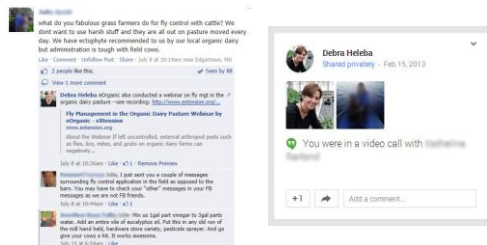
Virtual Farm Tours & Field Days



Demonstrations

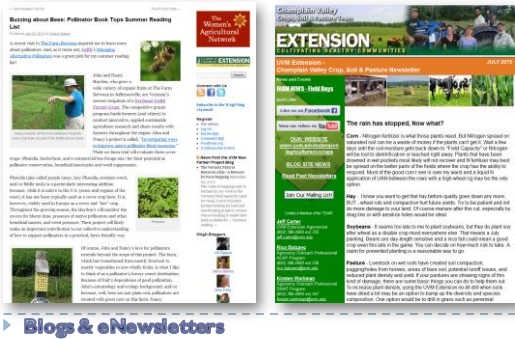


One-on-one Consultations



Social networking sites

Articles



► **Blogs & eNewsletters**

Conferences and Workshops



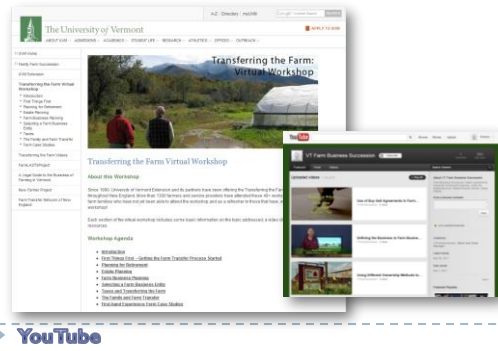
► **Twitter**

Conferences and Workshops



► **Google+ Hangout**

Conferences and Workshops



► Social media does not replace this...

Making Social Media Work: 7 Lessons



Photo credit: Debra Haleba, University of Vermont Extension

Making it work! 7 lessons learned...



#1. Have a social media plan

Start with the End in Mind

► Social Media Plan:

► Goal

- Is your social media focused on **Education** or **Outreach**? Etc.

► Social media outputs

- # number people reached
- # conversations
- # ideas implemented
- # of views

► Tools/tactics to measure

- Blog comments
- RTs
- Unique site visitors

Social media plan example

Vermont SARE Twitter

► Goal:

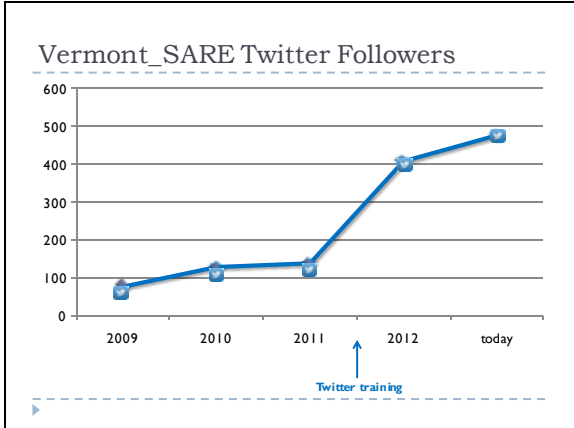
- Inform Vermonters about SARE and sustainable agriculture

► Social Media Output:

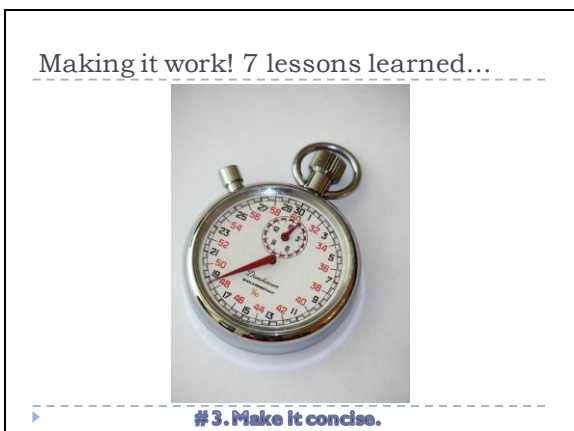
- Will reach 300 Vermonters per year through Twitter.com and Twitter feed embedded into state page on nesare.org.

► Potential Tools/Tactics to Measure:

- Reach through number of followers (Twitter stats)
- Engagement of information measured through RTs
 - Crowdbooster
 - TwentyFeet
 - Klout
- Could investigate sentiment on certain topics...







Keep it concise.

Definition: A Tweet is a 140-character message posted via Twitter.



Making it work! 7 lessons learned...



#4. Choose a voice.

Making it work! 7 lessons learned...



#5. Use photos...

Making it work! 7 lessons learned...



#5. Use photos...

Making it work! 7 lessons learned...



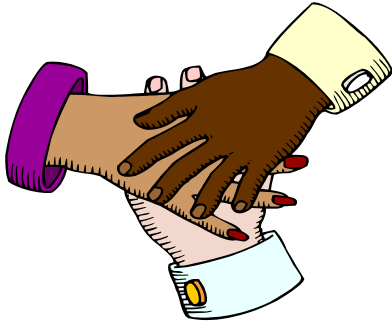
#5. Use photos...

Making it work! 7 lessons learned...



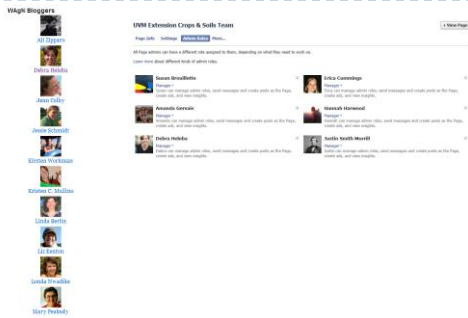
#5....and numbered lists.

Making it work! 7 lessons learned...



#6. Collaborate and curate.

Team Approach



Curate Content



- **Publishing wave** (with blogs)
- **Sharing wave** (with Facebook and Twitter)
- **Curating wave** (with Pinterest, Quora, etc.)

Making it work! 7 lessons learned...



#7. Measure your work.

Analytics – Facebook Insights

From: Facebook <notification-kumduk-m@facebookmail.com>
 Subject: Your Weekly Facebook Page Update
 Reply to: noreply+@facebookmail.com
 To: Debra Marie Hildebrand

Here is this week's summary for your Facebook Page:

UVM Extension Crops & Soils Team
 48 monthly active users +6 since last week
 189 people like this +3 since last week
 2 wall posts or comments this week +2 since last week
 23 visits this week +22 since last week

- Send an update to people who like this
- Visit your Insights Page
- Promote with Facebook Ads

Learn more about how to update via mobile

Thanks,
 The Facebook Team

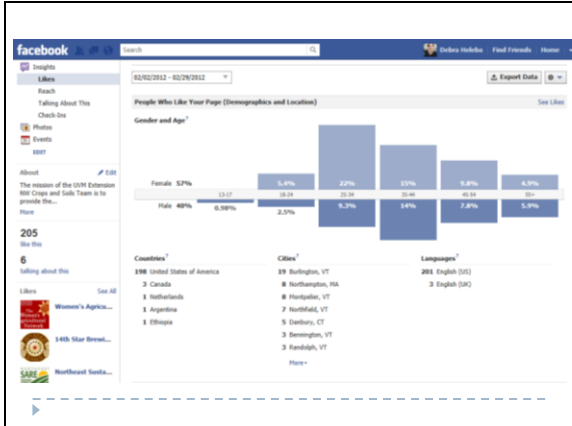
All Post Types

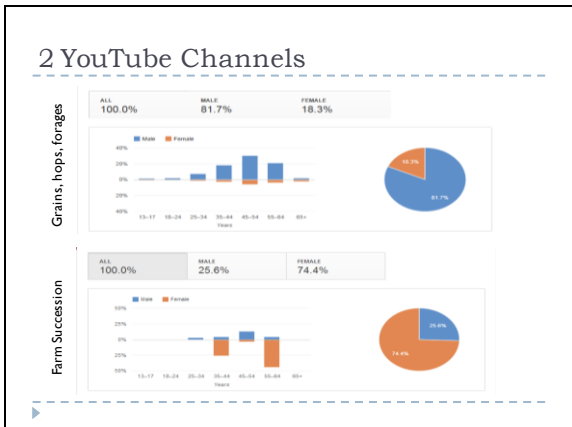
Date	Post	Reach	Engaged Users	Talking About This	Virality
2/6/12	The Vermont Hope Project UV...	81	4	--	--
12/7/11	Check out Dr. Heather Darby a...	80	6	2	2.5%
2/1/12	Registration is now open for th...	67	9	4	6.35%
12/5/11	Corn and Grain Inspiring the U...	67	4	--	--
12/15/11	Local (AND Gluten-Free) Grains...	67	4	--	--
10/26/11	Heather, Roger and the team h...	62	8	2	2.99%
12/26/11	Happy New Year from the Crop...	63	9	4	6.35%
10/11/11	New Factsheet: Mitigating SRL...	61	4	--	--

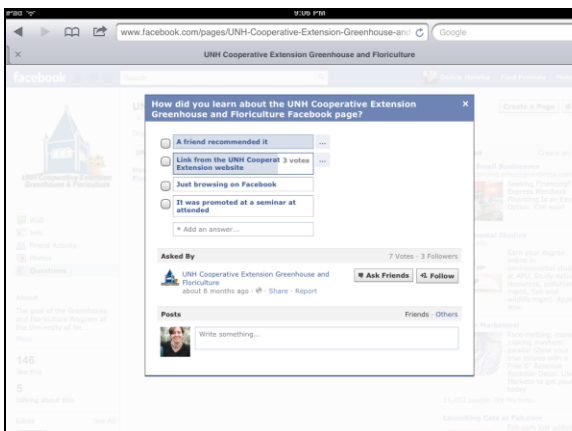
Total Reach: 67

Organic: 41%
 Paid: 0%
 Viral: 1.47%

- **Reach:** # people who have seen your post.
- **Engaged Users:** # people who have clicked on your post.
- **Talking About This:** # who have created a story (likes, comments, shares, responds to event, answers questions) from your Page post.
- **Virality:** % of people who have created Story out of Total people who have seen it.







Survey example: eOrganic webinars

Average response rate for all webinar and broadcast immediate feedback surveys:
63%

Respondents' primary professional roles

- 27% Farmers
- 17% Extension
- 17% University Researchers in Education
- 1% Nongovernmental Organization staff
- 19% Agricultural Professionals
- 22% Other (many of these government agency staff members, organic certifiers, students, Master Gardeners, and home producers)

Respondents' regions

- 17% Northeast
- 20% Central
- 17% South
- 17% West
- 17% Other (5-27 percent used the "Other" option to note that they resided in more than one region, or in other countries)

Learning

75% said the webinar "moderately" or "significantly" improved their understanding of the topic.

Utility

70% of respondents answered that they intended to apply the knowledge gained "somewhat" or "a lot."

Technical level

An average of 64% said the technical level was "just right," an average of 6% said "too technical" and 17% said "too basic."

Impacts: Specific Changes in Farming Practices and Advice Given to Farmers by Agricultural Professionals as the Result of eOrganic Webinars

In the following survey used to participate in 3 eOrganic webinars 7-10 months after the first session, participants were asked how the webinar affected changes in their farming and advisory practices. The following section documents specific changes in their self-reported professional recommendations for other respondents and was the result of the webinar they attended.

Assessing N Contribution and Ethnicity Diversity Webinar

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<http://eorganic.info/evaluation>

More on Social media evaluation

▶ <http://youtu.be/ywxns9osljU>



Making it work! 7 lessons learned...

1. Know your audience, know yourself.
2. Content, content, content.
3. Make it concise.
4. Choose a voice.
5. Use photos and numbered lists.
6. Time management: collaborate and curate.
7. Measure your work...and your impact.



Social Media Landscape 2012



The Social Media Ecosystem

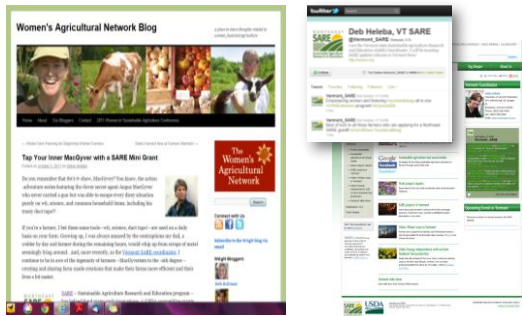
Social Media Landscape 2012



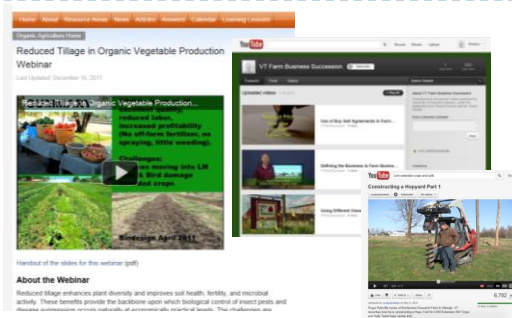
Families of Services:

- ▶ Publishing*
- ▶ Sharing*
- ▶ Playing
- ▶ Networking*
- ▶ Buying
- ▶ Localization

Examples of Publishing Tools



Examples of Sharing Tools



Examples of Networking Tools



Selecting the “Right” Tools

- ▶ Know Thyself
 - ▶ Why am I doing this?
 - ▶ What tools do I currently use?
- ▶ Know Thy Audience
 - ▶ What tool(s) does your target audience use?
- ▶ Know Thy Resources
 - ▶ What's your capacity?
- ▶ Define Your Goals ...and Your Message
- ▶ Implement
- ▶ Evaluate!

▶ <http://www.slideshare.net/IfPeople/developing-a-social-media-plan-1323287>

Let's Look at Some Social Media Examples!

Debbie Roos

North Carolina Cooperative Extension

Growing Small Farms Website

www.growingsmallfarms.org

- Launched in 2002, it has grown to over 500 pages
- Social media is a great complement to the website and has helped increase traffic
- *Content* is on website, but *interaction* is through social media



Why/How I Use Facebook

- I started out anti-Facebook! I train farmers how to use it but initially had no interest myself
- I made the decision to use a personal profile for my work facebook page; this has advantages and disadvantages

Why/How I Use Facebook

- Notify folks of website additions
- Educate about crop problems, etc.
- Promote farmer workshops, events, farmers' markets
- Increase agricultural literacy
- One-on-one consultation
- Great way to get feedback
- Also great for sharing content from others
- PHOTOS are integral and elicit most response

Facebook Positives

- It has raised awareness of my program among a new group
- I have an email list of over 2,500 folks but many FB friends are not on it so new audience
- Increased visibility and traffic of my website
- Brought new clients to programs
- Effective at promoting farms and events
- It's fun!

Facebook Negatives

- No geographic boundaries - but with my big website I already felt this and field questions from around the country (even internationally)
- Functions 24 hours a day; expectation of responding – must set boundaries
- Difficult to search – mainly for current events
- It can be a time suck!

Feedback from Facebook Users

- I like the instant notice about classes, pollinator garden tours, farmers' markets & what they're selling. I feel more connected and interested. The Facebook posts are easier for me than remembering to check the website because they come to me directly on my phone.

Feedback from Facebook Users

- It invites persons to connect with you in a much larger way than simply having a visit to your extension office..which is, of course, a very good thing as well... but your extension net is cast wider and your approachability is greater

Feedback from Facebook Users

- I started a Pollinator Garden this year, based solely on the photos my wife and I have seen uploaded on your facebook page each day.
- I really like the current events & cutting-edge news that you share through the facebook page.



Why/How I Use Twitter

- I started out on Twitter in 2009 - 2,200+ followers
- My tweets have declined since I've increased activity on Facebook
- I use it mainly for learning new information
- Mostly peers (educators) & organizations on Twitter, not as many farmers in my community

Why/How I Use Twitter

- Use **Lists** feature to manage feed and keep up with important posts
- Don't forget to use photos! I use Twitpic
- Interacting with others not as easy as Facebook; sometimes fall into trap of broadcasting, not interacting

YouTube

- Many farmers use YouTube to learn new techniques and to educate folks about their farm
- Great for demos - fruit tree pruning, setting up postharvest handling stations, trellising techniques, installing bee packages, soil improvement techniques, plant propagation, etc.

Pinterest

- I have a personal page & just created a Growing Small Farms page
- Not many farmers I work with use it yet BUT gardeners/consumers do
- #1 referral site
- I think it will be a good way for me to connect with gardeners & farmers' market customers
- Have to rethink the way I make web pages – always need a photo or it's not "pinnable"!

[Let's Look at Some Examples!](#)

<http://go.ncsu.edu/eorganic-social-media>

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