



Social Media: Best Practices for the Overworked (and Underpaid) Agent



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Extension Agents, Virginia Cooperative Extension
Roanoke, Salem, & Roanoke County



Introductions & Road Map

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Family & Consumer Science Agent
Roanoke, Virginia

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Ag & Natural Resources Agent
Roanoke, Virginia



Which tools and practices
have we used to expand our
public face?

Which tools and practices
work well for communicating
with volunteers, staff, &
community partners?

Using the Canva app to create
simple and clean social media
posts on the go. Try it!

External Stakeholders

“Extension has struggled to establish a contemporary image that conveys the value of its work to stakeholders.... Common challenges were marketing deficits, loss of human capital, and technology barriers.”

- *Journal of Agricultural Extension*, Volume 50, Number 3, 2009

Free & Low-Cost Tools

- Facebook
- Instagram
- Piktochart
- MailChimp
- Canva
- WeVideo

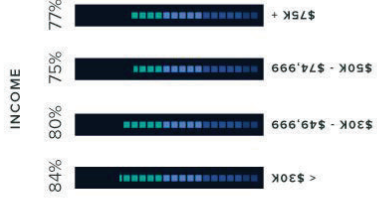




Facebook: National Demographics



Sprout Social, 2017



sproutsocial

<https://www.sproutsocial.com/2016/07/14/social-media-usage-2016/>
<https://www.facebook.com/sproutsocial/> Page ID: 143208962 Page ID: 64444444 US



Facebook

@RoanokeVCE

- 661 Current Followers (106% increase from 2016 to 2018)
- Demographics:
 - 77% women; 22% men
 - Most between 35-44 years old
 - Normal distribution of ages

Generally, no paid/boosted posts - we're organic!





Facebook: Best Practices

- **Be authentic!**
 - Share candid pictures, personal stories (when able), and keep your community updated.
- **Encourage two-way dialog**
 - Ask questions the relate to your updates/photos/videos.
 - Personally respond to people who comment on your posts.
 - Highlight supporters - if someone has a great comment or question, tag them in your response.
- **Link your accounts!**



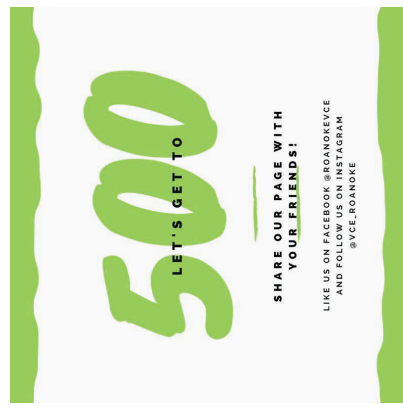
"With some help from our [Roanoke Master Gardeners](#), the [Boys & Girls Clubs of Southwest Virginia](#) "Plot to Plate" garden is planted for the season!"

Facebook, 2018



Facebook: Best Practices

- **Share exclusive content**
 - Take the time to post directly to your Facebook Page. Re-posting press releases or auto-posting from other sources can have poor results.
 - Schedule regular posts on specific topics, like a weekly post that highlights a "volunteer of the week."
 - Post "on-the-ground" pictures from the field or photos of volunteer events.
- **Stay visual**
 - Emphasis should be on photos/videos.
 - Celebrate milestones - completing a program, hitting # of likes, etc.

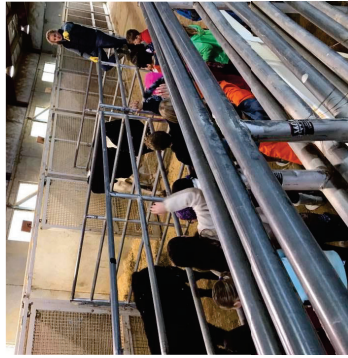


Facebook, 2018



Facebook: Best Practices

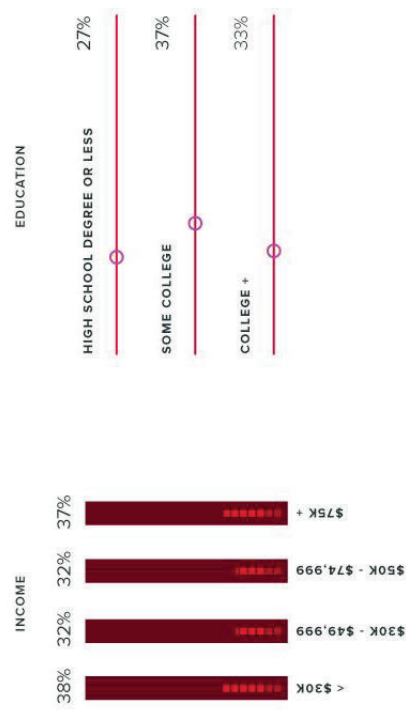
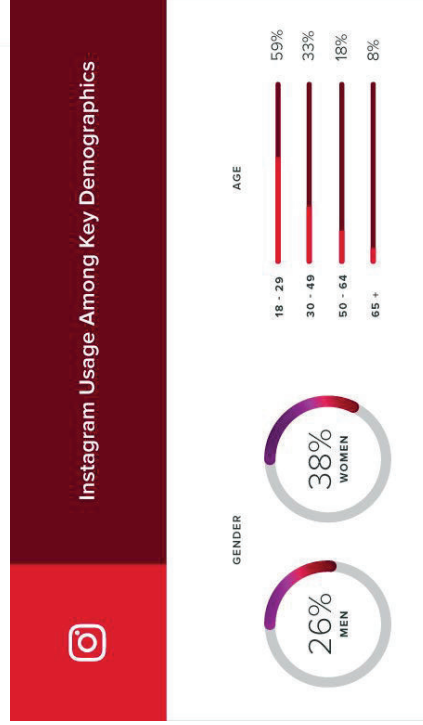
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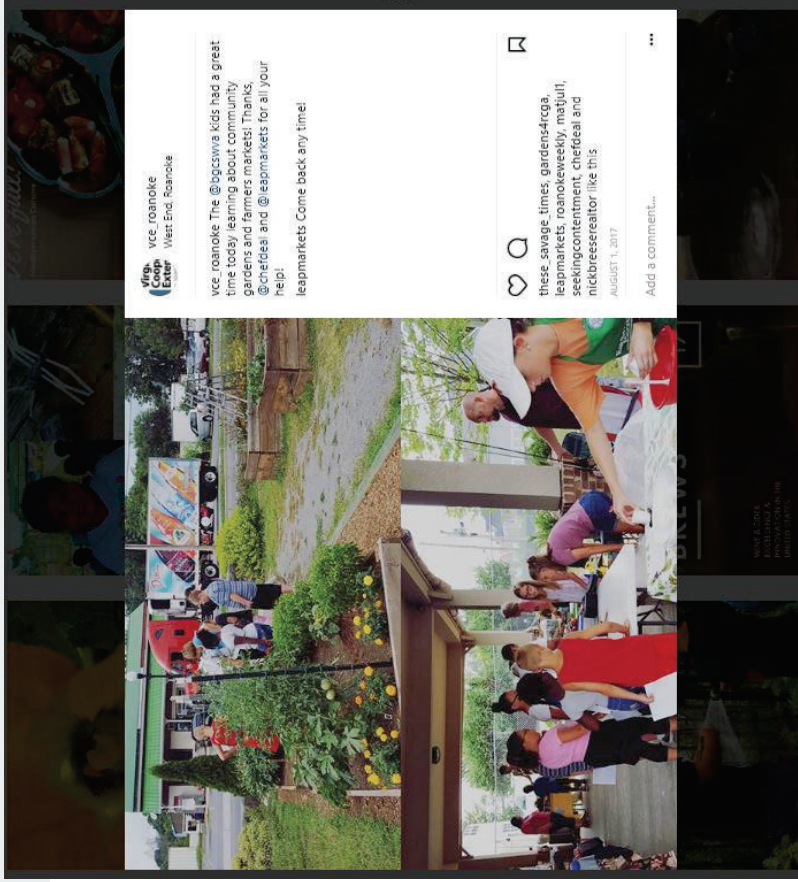


Facebook, 2018




Instagram: National Demographics





Cancel Camera Roll Next

Write a caption...  Share

Tag People >

Add Location >

Boys & Girls Clubs of Southwest... Roanoke, Virginia


Facebook Kathleen Reed

Twitter

Tumblr

Advanced Settings >

Next



Amaro Mayfair Rise Hudzor

Filter Edit

Library Photo Video



Piktochart

- Create infographics, presentations, flyers & more!
 - Great for quick reporting to stakeholders, etc.
- Useful online and print
- Free version contains watermark
 - Upgrade to download in PDF
- Very simple to use - just drag and drop



Dashboard | Infographic | Presentation | Printable | Inspire Me

LEVEL UP your account now and access more than 600 templates and new template every week. | VISUALS

PIKTOCHART | Q Search saved visuals | Create New | LEVEL UP | shraider09

dry ingredients
MEASURING EQUIPMENT
Determine cup needed
Fill cup, don't pack.
Level with spatula.
EXAMPLES OF DRY INGREDIENTS
Virginia Cooperative Extension

liquid ingredient
measuring tools
1 Determine cup needed
2 Pour into liquid measuring cup
3 Place cup on level surface and read at eye level.
Liquid Measuring

Cooking Matters
71%
Building Stronger Families
Virginia Cooperative Extension

Measuring Tools
Common Abbreviations
Virginia Cooperative Extension

Fresh Food Fridays
Cooking Lessons for Head Start Parents

New Piktochart | New Piktochart | New Piktochart | New Piktochart

Additional information is needed to connect eduroom. | ed help?

for a healthy start

Cooking Lessons for Head Start Parents

Hands-On Fun

Parents and instructors cook, learn, and eat together throughout this six-week series. Topics include meal planning, shopping on a budget, and new ideas for fruits and vegetables your family will love.



80% of families now eat more fruits & veggies

The Key Ingredients



#1
Take Home Groceries



#2
Helpful Equipment



#3
Simple, tasty recipes



#4
Happy, healthier kids



Parents say...

"This course opened my mind to the possibilities of how easy it is to eat healthy!"

Virginia Cooperative Extension
Virginia Tech • Virginia State University

WWW.GEST.VT.EDU

Cooking Matters

A Hands-On Cooking & Nutrition Course for Head Start Families



71%

EAT MORE FRUITS & VEGETABLES NOW THAN BEFORE THE CLASS



Building Stronger Families

— ONE MEAL AT A TIME —



"This class changed my life in a positive way - I'm glad I signed up!"

"It gave me more ideas for healthy meals for my family."

"It has opened my eyes to eating more healthy and providing more healthy choices for my family."

"I would definitely recommend this to parents with small children."

Cooking Matters is funded through the Healthy Start Collaborative, a program of Healthy Foodshare Valley & the United Way

MailChimp

- Email marketing service
- Free for users with less than 2,000 contacts
 - Doesn't go to email spam folders
- Auto-cleans contact lists
- Free analytics
- Connects to websites, social media accounts



[June newsletter example](#)

MailChimp Newsletter Signup



What's New

Upcoming Community Events

We are now accepting application for fall

2018 Master Gardener Training! Visit the "forms" tab at the top of the page for required materials. Classes will run Wednesday evenings (6-9pm) and Saturday mornings (9am-12pm) from September 5 - October 24.

4-H Camp Registration is open! Youth can register now for 4-H camp, to be held July 23-27th at Smith Mountain Lake. Call our office or download a registration form from our "Forms" tab on this website.

Newsletter

Stay informed! We'll send our monthly newsletter with the latest events and opportunities straight to your email. Sign up here! You can unsubscribe at any time.

Need info on a certain topic?

If you're looking for information on a certain topic, try VCE's Publication page. Topics include gardening, water quality, health/wellness & much more! Still need help? Call us!

VCE Contact List

Email Address

First Name

Last Name

MailChimp

Canva



- Free graphic design website
 - Create flyers, handouts, infographics, and more!
 - Free access to templates, photos, graphics, fonts, etc.
 - Able to upload your own content as well (logos, photos, etc.)
- We use primarily for handouts, program flyers, social media posts
- Canva app on smartphones (second session walk through)

Kathleen Reed
reedka@Leedu

Create a design

All your designs
Shared with you
Create a team
Your brand
Find templates

Add new folder
Past FCS
Trash

Upgrade

Learn to design
Get design inspiration

Canva
Empowering the world to design

Create a design

Use custom dimensions

Recommended for you

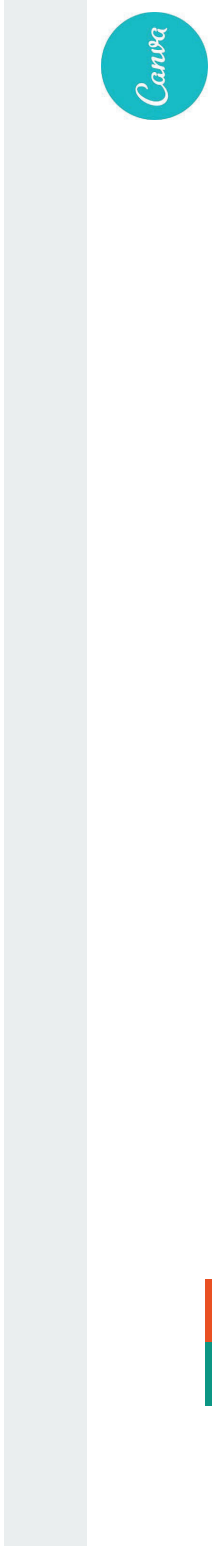
Flyer
Social Media
Facebook Post
Facebook Event Cover
Poster
Real Estate Flyer
Facebook App
Instagram Post

Social Media Posts

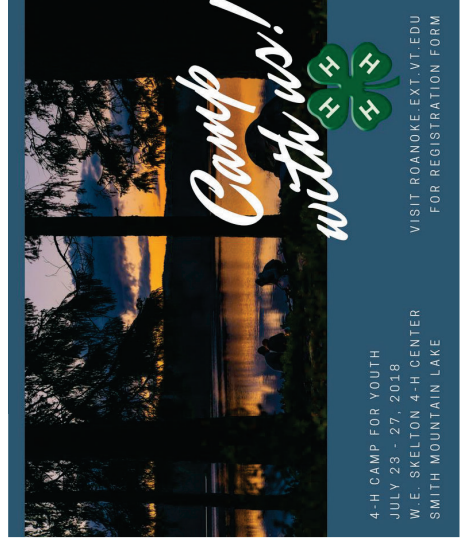
Twitter Post
Square Social Media Graphic
Pinterest Graphic
Facebook Post
Facebook App
Tumblr Graphic
Instagram Post

Documents

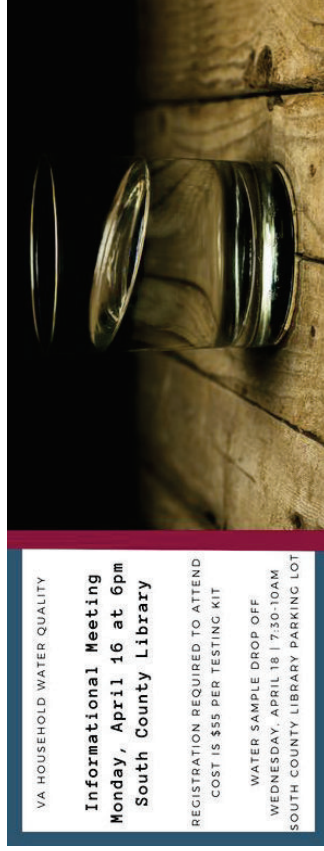
Need help?



Instagram and Facebook Posts



Facebook Event Banners



WEDNESDAY, JUNE 21
6:30PM | SOUTH COUNTY LIBRARY

UPDATED APPALACHIA

A HEARTY & HEALTHY
TWIST ON TRADITION



Flyers Pre-Canva

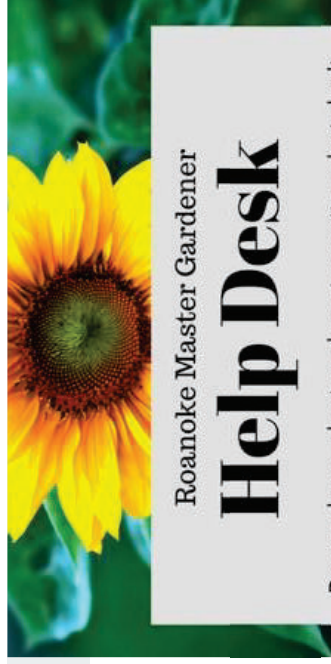
Volunteer-designed Help Desk flyer

Microsoft Word: WordArt and ClipArt

Flyers Using Canva

Designed in about 30-45 minutes

Shared on Facebook:
400 reached, 7 shares, 5 likes, 1 love



WeVideo

- Online video editing made (relatively) simple
- Desktop and mobile capabilities
 - Mobile lets you post mini-videos on the go!
- Access to royalty-free photos, music, designs
- License purchased by district for Extension use



Hi Kimberly

USED TIME
00m:00s
of 30h:00m:00s

USED STORAGE
12.5 GB
of 150 GB

GET TEACHER GUIDE

JOIN GROUP

wevideo

Dashboard Projects Media Videos Groups

Create a new edit

Choose a template

Blank edit

Scientific method 6-12
Morning announcements...
How-to tutorial K-12
Newscast K-12
Event promo K-12

More

Recent edits

and a farmers market scavenger hunt!

BGC_PlotToPlate
01m:44s | Jan 5th, 2018 | In Mediterranean Cuisine

LOAD MORE

My Video
00m:06s | Jan 5th, 2018 | In Mediterranean Cuisine

100% OF PARTICIPANTS
increased their understanding of Mediterranean Cuisine
Mediterranean Cuisine
02m:26s | Sep 1st, 2017 | In Mediterranean Cuisine

https://www.wevideo.com/hub

wevideo

BGC_PLOTTOPLATE THEMES FINISH

Dashboard Projects Media Videos Groups

AUDIO

- Free Music
- Sound Effects
- Premium Music

02:19:17 Inspiration - Mega Music

02:26:14 Clear Inspiration - EsSalazar

02:23:05 Moment Of Inspiration - Mega Music

02:22:07 Pop - Mega Music

02:51:18 Corporate - Benzonsix

01:36:12 The 12 Days - Audio Hero

02:19:20 Inspired - Mega Music

02:49:04 Summer EDM - Mega Music

02:10:01

01:46:02

02:16:01

00:00:00

00:00:00 / 01:44:23

Video 3

Video 2

Video 1

Nothing to save



Questions



BREAK



Internal Stakeholders

Our most valuable assets -- staff, volunteers, & community partners.



Case-study: Boys & Girls Clubs

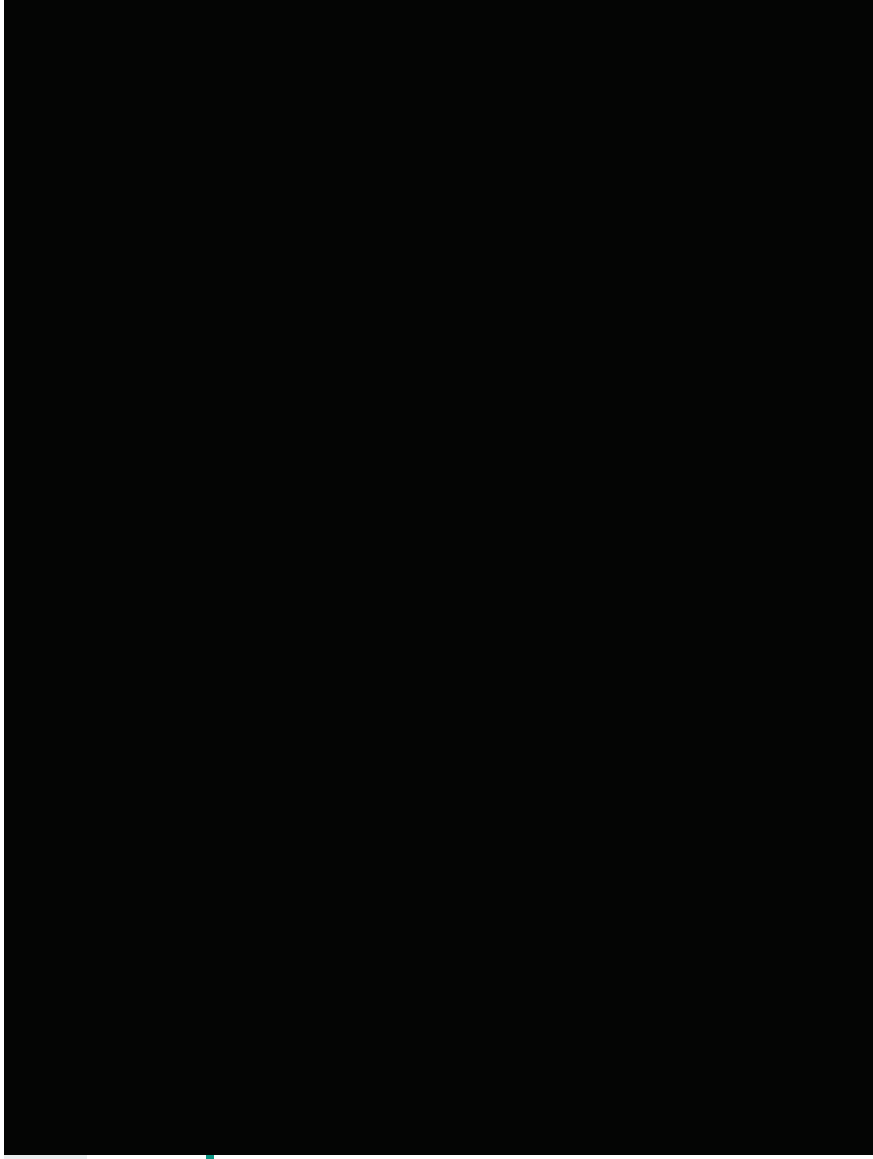
Community Partners: Boys & Girls Club of SW Virginia and River & Rail restaurant

Platforms utilized: Facebook, Instagram, WeVideo, MailChimp

Key points:

- Work with partners to determine roles/responsibilities related to social media
- Share & promote each others content across platforms
 - RePost App
- Link to partner's website/social media to encourage broader reach





Case-study: Master Gardener MailChimp

- Transition to MailChimp from Microsoft Publisher
- Before: **Monthly newsletter**
 - Only access through Extension office computer
 - Content: Articles, announcements, some pictures, calendar
 - Emailed to all volunteers as attachment
 - One MG put together, with content assistance from only a few
 - Up to 60 hours/month spent in Publisher
- Current: **Quarterly newsletter, monthly calendar**
 - Newsletter team
 - Access available through any computer with an internet connection
 - Less than an hour every month, a few hours every quarter for larger newsletter

[Old newsletter](#)

[New calendar](#)

[New newsletter](#)



Case-study: Volunteer Managed Social Media

@RoanokeMasterGardenersVA

261 Current Followers (133% increase from June '16 - June '18)

- **Guidelines are crucial**
 - Orientation for new social media team members
 - Don't hesitate to delete inappropriate posts and talk with volunteer
- **Facebook Roles: Page Admin vs. Page Editor**
- **Scheduling posts can help alleviate burden of regular posts**
 - Also allows time for oversight and editing of volunteer posts as necessary



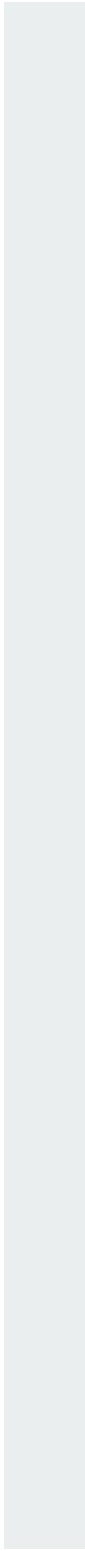
Notes for Staff

- **TRANSITION IS HARD. Be patient and persistent.**
 - Everyone struggles with change
 - Highlight the selling points - save time, streamline efforts, and reach more people
- **Be honest and open about comfort using various platforms**
 - Provide hands-on training, when necessary
 - Take baby steps
- **Encourage social media in email signature lines or wherever appropriate**





Closing Questions



Group Activity: Canva App

← → C Secure | <https://www.canva.com/app/>

Browse ▾ Features ▾ Learn ▾ For work Sign in

Create beautiful designs anywhere, faster.

Enter your number and we'll text you a link to download the app!

[Text me the link](#)

Available for

- iPhone
- iPad
- Android mobile
- Android tablet

Standard messaging and data fees may apply.