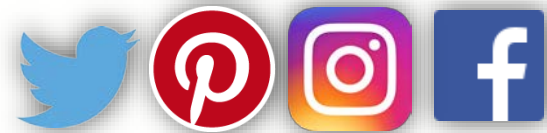


Social Media for You

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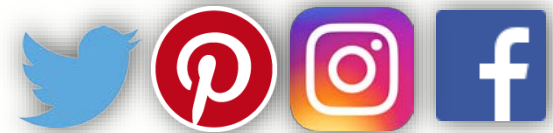
We will cover...

- Why use social media?
- The platform right for you
- Effective social media use
- Using analytics
- Providing value
- And a few suggestions!



Why use social media?

- Nearly 70% of Americans use social media
- Gives your organization an online voice
- Allows you to connect with clients
- It's free! (mostly)





What platform is right for you?

By Popularity:

- Facebook – 2.23B
- Instagram – 1B
- Twitter – 335M
- Pinterest – 250M





What platform is right for you?

Facebook

- Everyday use
- Easy page control
- Types of posts can vary

Instagram

- Focused on images
- Everyday use by half
- Link limitations



What platform is right for you?

Pinterest

- Focused on professional images
- Food and drink, DIY, celebrations
- Allows you to branch out

Twitter

- Character limits
- Short viewing period
- Users more likely to click links

What platform is right for you?

The bottom line:

- Use what you are comfortable with
- You can always use more than one
- After time, you should recognize your best avenue



How do you effectively use social media?

- By following a policy.
- By having a strategy.
- By knowing your audience.



Social Media Policy

- Policy, just another word for guidelines
- Can be written or by memory
- Should outline the “what if” situations

Common Policy Guidelines

- **Refrain from discrediting political candidates**, speaking in a negative manner or engaging in arguments with others over political action.
- Employees and/or volunteers have an obligation to ensure that any public communication they make, including social media communications, **must not negatively impact the reputation of the company**, its partners, stakeholders, clients, etc.
- We hold all employees and volunteers who engage in social media while representing this company to **the same standards as any other public communication**, such as comments to a TV, radio or newspaper reporter.



Social Media Strategy

- A strategy can define your social media success
- Closely related to your policy
- Allows you to plan ahead

Strategy Examples

- Post during peak user hours for better reach.
- On Twitter, schedule a post to run three times.
- Create a list of hashtags to use on a regular basis.
- Repurpose content for each platform to avoid repetitiveness.
- When possible, tag or link partner businesses in posts.



Using Analytics

- A regular review of analytics can tell you:
 - When to post
 - What to post about
 - How often to post



Why would people follow you?

- They know you are there.
- You provide information they need.
- You are a trusted resource.
- Others also find you valuable.



How do you stay or become valuable to followers?

- Provide content they need.
- Provide content they want.
- Provide content they didn't know they needed.
- Delivered directly in post or just one click away.
- Post frequency keeps you top of mind.



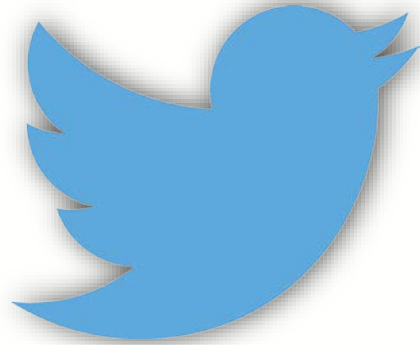
Suggestions for Facebook



- Don't ask for likes or shares.
- Direct video uploads display best.
- Interact with other pages.



Suggestions for Twitter



- Use Twitter as a resource.
- Post the same content more than once.
- Use photos to your advantage.



Suggestions for Instagram



- Separate your caption from your hashtags.
- Hashtags have no limit and emojis encouraged.
- Keep a consistent look and feel.



Suggestions for Pinterest



- Don't pin personal photos.
- Use the “Pin it” button to create new pins.
- Rotate the order of your boards.

Any Questions?



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