



Extend your reach with social media

Dave Krause, CSIT Web Supervisor
Marissa (Palin) Stein, Centennial Program Coordinator

“When academics stand by and let others lead the conversation, they rob themselves of the opportunity to build personal capital and bring attention to the causes they have devoted most of their lives to study and teach.”

Ximena N. Beltran Quan Kiu, New Media Specialist, DePaul University

News evolves, sort of...

How we receive news:

- 72% of adults get news from friends, either in person or over the phone.
- 63% somewhat or very often seek out a news story about that event or issue.

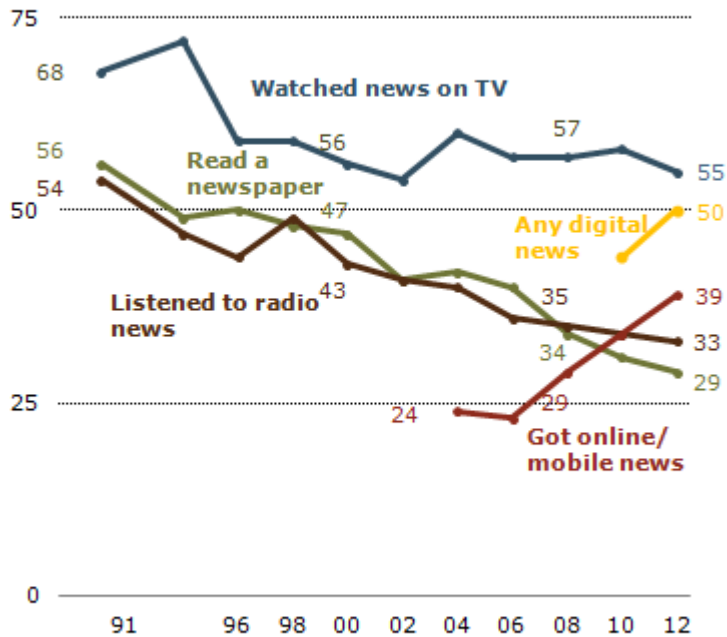
How social media plays into this:

- 15% of U.S. adults get most of their news from friends and family via social media.
- 77% will follow links to full news stories.
- Among 18-to-29 year-olds, the percentage that primarily relies on social media for this kind of news already reaches nearly one-quarter.

Taken from <http://stateofthemediamedia.org/2013/overview-5/>

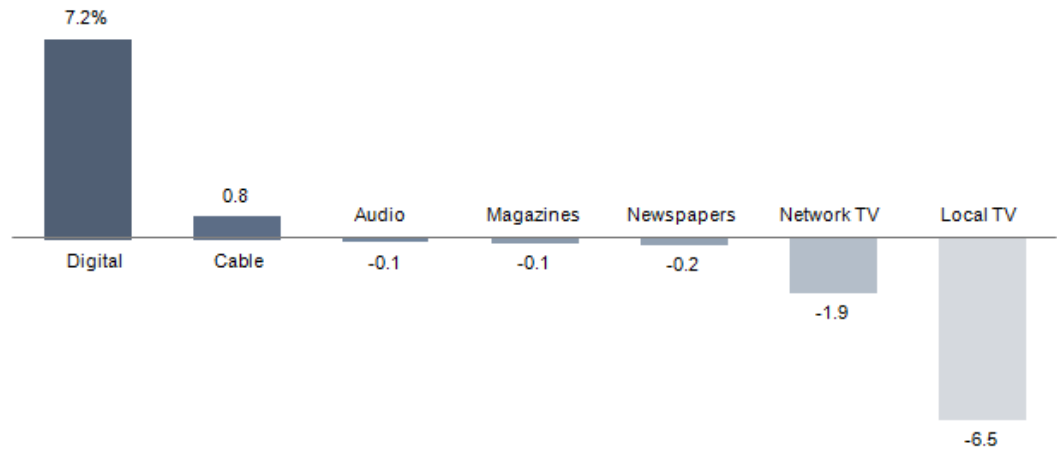
Trends Trending

Where People Got News Yesterday



Audience Key Findings

Percentage Change in Audience, 2011 to 2012



Source: Nielsen Media Research, comScore, Alliance for Audited Media and Arbitron[®]
 PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
 2013 STATE OF THE NEWS MEDIA

PEW RESEARCH CENTER 2012 News Consumption Survey.
 Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

Practical application:

1. What do I do to extend my reach?
2. How often do I do this stuff?
3. What tools can I use to help me?
4. When am I done?

1. What do I do to extend my reach?

- Create a web site
- Create a blog
- Create a Twitter account
- Create a Facebook page
- Create a Google+ profile
- Create a Pinterest board
- Create a Flickr account
- Create a YouTube channel
- **UPDATE THEM ALL
REGULARLY WITH TIMELY,
WELL-CONCEIVED CONTENT**



**All so you can
update your
LinkedIn profile...**

1. What do I do to extend my reach?

- **Web site** – do I have long form content, articles, and administrative information that needs a permanent home?
- **Blog** – do I have brief and timely information that I could put out with some regularity?
- **Twitter** – do I have a tiny bit of timely information that I could put out daily?
- **Facebook** – do I have a community that would appreciate knowing about events in my field?

1. What do I do to extend my reach?

Twitter VS. Facebook

Twitter has a less personal community and interactions are fast. Tweeters find each other through shared interests and enjoy participating in a flow of self and cross-promotion.

Facebook is founded in “offline relationships,” and will likely be a more loyal community. Facebook friends and followers are more likely to respond to event postings and personal content.

Facebook has more users (1.2 billion vs. 600 million), but Twitter's growth rate is much higher, especially for big brands and businesses.

2. How often do I do this stuff?

Here's [one person's suggestion](#) for blogging frequency:

- **For maximum growth:** post multiple times per day to drive the most traffic.
- **For steady growth:** post at least once per day.
- **For slower growth:** publish at least every 3 days.
- **For very slow growth:** posting less frequently than 2-3 days.

DO NOT EAT THE YELLOW SNOW



2. How often do I do this stuff?

Realistically, you should consider contributing about as often as you...

- For **Twitter/Facebook**, about as often as you eat ...or exercise.
- For a **Blog**, about as often as you take out the garbage ...or exercise.
- For a **Website**, about as often as you clean out your garage ...or exercise.

3. What tools can I use to help me?

Take advantage of two built-in connections to help you manage your content!

1. Your blog can feed your site
2. Your Twitter can feed your Facebook

In the future, there will be even more integration!

3. What tools can I use to help me?

Sample process:

1. Write new blog post (either your content or referencing content).
2. Post gets added to Site Builder automatically.
3. Tweet about blog post.
4. Tweet gets added to Facebook automatically.
5. Update LinkedIn profile.

3. What tools can I use to help me?

Blogs are a great replacement for your newsletters. Instead of releasing ten small stories at once as a PDF, consider releasing ten separate blog posts and then leveraging social media to distribute your content further!



3. What tools can I use to help me?

Blog Quick Tips

- Posts should have good titles
- Posts should be informative and concise
- Posts do not have to be original content
- Link to referenced or original sources
- Use blog tags
- Put your Twitter handle in your blog

4. When am I done?

“Social media, much like social relationships, are never done.

Each item must be attended to like a personal relationship, or else you won't find anyone who will help you move a refrigerator on a Sunday morning.”

*~Dave Krause,
just now...*

Twitter

twitter.com/ucanr

- Timely & relevant
- Keyword searchable
- 140 character limit
- Can put Twitter feed on website



75% of world leaders use Twitter

- All 100 members of the Senate as well as 90% (398 members) of the House of Representatives are on Twitter.
- **Most heads of states and governments are now using the social media platform to communicate with their citizens and the world.**

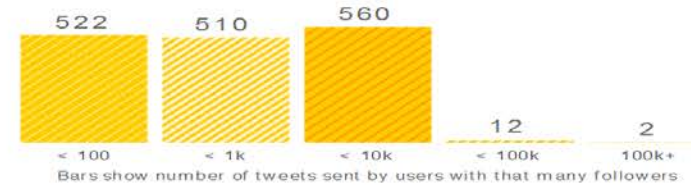
TweetReach Report for # food2025

estimated reach

812,240
accounts reached

exposure

2,777,967 impressions

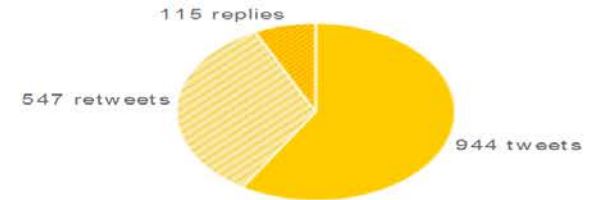


activity

1,606 tweets

232 contributors

15 hours



top contributors

highest exposure
499.9K impressions



@StateDept

most retweeted
129 retweets



@ucanr

most mentioned
222 mentions



@ucanr

most retweeted tweets

17



[@FeedtheFuture](#): Are you following [#food2025](#) today? Check it out for more from [@FeedtheFuture's Jonathan Shrier @StateDept](#) [food2025.ucanr.edu/webcast/](#) about 12 hours ago

8



[@swibarry](#): Animal ag is more than meat or even food. From medicines to cosmetics to fertilizers to books to roads, animal ag plays a role. [#food2025](#) about 13 hours ago

7



[@victorygrower](#): Mary Robinson: Chronic hunger pervasive, insidious phenomenon. Inequality at heart of global food systems. [#food2025](#) about 15 hours ago

Top Academic Benefits of Twitter

- 1. Learn about new research, publications, conferences, conversations**
2. Community-building, following/connecting with colleagues around the world in your own + cognate fields
- 3. Broader distribution and implementation of your research and work**

Who's Having an Impact?



Michael Pollan 

@michaelpollan

Author of *Cooked*; *Food Rules*; *In Defense of Food*; *The Omnivore's Dilemma*; *The Botany of Desire*; *A Place of My Own* and *Second Nature*.

Berkeley, CA · michaelpollan.com

1,661 TWEETS	192 FOLLOWING	308,687 FOLLOWERS	 
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What's He Saying?



Michael Pollan @michaelpollan

25m

Good piece on the quest to reinvent broccoli for places too hot to grow it now. NYTimes.com nyti.ms/172cGZy

[View summary](#)



NSAC @sustainableag

2h

House GOP will split up [#farmbill](#) to move it fwd: removing nutrition (all of Title IV) from the bill. Unprecedented.

blogs.rollcall.com/goppers/agricu...

Retweeted by Michael Pollan

[Expand](#)



Bill McKibben @billmckibben

2h

'A single word' from Obama--"divest"--had the "shock value of a rifle shot." Obama's most radical stance sez NYT

nytimes.com/2013/07/09/sci...

Retweeted by Michael Pollan

[View summary](#)

Academics on Twitter



The image shows a Twitter profile card for Calestous Juma. The background features a large, vibrant orange and yellow flower. In the center, there is a circular profile picture of Calestous Juma, a man with short grey hair, smiling. Below the profile picture, the name "Calestous Juma" is written in a large, bold, white font, followed by the handle "@calestous" in a smaller white font. Underneath the handle, there is a bio in white text: "Harvard Kennedy School Professor interested in science, technology and innovation for development. To follow is a privilege; to be followed is an honor." Below the bio, the location "Cambridge, MA" and the website "belfercenter.org/global" are listed in white. At the bottom of the profile card, there are three statistics: "69,890 TWEETS", "912 FOLLOWING", and "34,394 FOLLOWERS". To the right of these statistics is a button with a person icon and a dropdown arrow, and a blue button labeled "Following".

Calestous Juma
@calestous

Harvard Kennedy School Professor interested in science, technology and innovation for development. To follow is a privilege; to be followed is an honor.

Cambridge, MA · belfercenter.org/global

69,890 TWEETS 912 FOLLOWING 34,394 FOLLOWERS

Following

What's He Saying?



Calestous Juma @calestous

8 Jul

On my way to climb Mt. [#Kilimanjaro](#) (Machame Route) July 9-14.
[#Tanzania](#)

Expand



Calestous Juma @calestous

8 Jul

RT [@TWASnews](#): How Brazilian institutions use fun cultural activities to promote science bit.ly/1a5zSrs

Expand



Calestous Juma @calestous

8 Jul

16-year-old wins \$50,000 in [#Google #Science](#) Fair by making [#plastic](#) out of banana peels bit.ly/1a5z0TT

Expand



Calestous Juma @calestous

8 Jul

[#Zanzibar](#) coastline: a [#conservation](#) priority.
pic.twitter.com/s4sBvFQ37k

View photo

Administrators on Twitter



A screenshot of a Twitter profile card for E. Gordon Gee. The card features a dark grey background with a white-bordered profile picture of an older man with glasses and a red bow tie. Below the photo, the name "E. Gordon Gee" is displayed in large white font, followed by the handle "@presidentgee" in a smaller white font. Underneath, the text "President of The Ohio State University" and "Columbus, Ohio · president.osu.edu" is shown in white. At the bottom of the card, there are three statistics: "2,879 TWEETS", "111 FOLLOWING", and "47,780 FOLLOWERS". To the right of these statistics is a grey button with a person icon and a dropdown arrow, and a blue button labeled "Following".

E. Gordon Gee
@presidentgee
President of The Ohio State University
Columbus, Ohio · president.osu.edu

2,879 TWEETS 111 FOLLOWING 47,780 FOLLOWERS

Following

What's He Saying?

Tweets



E. Gordon Gee @presidentgee

6h

At @PoppedStore in Kent, with friends @Brutus_Buckeye and Flash the Golden Eagle. A delicious ending to #GeeTour2013.

pic.twitter.com/FM3cYLSqGa

 [View photo](#)



E. Gordon Gee @presidentgee

8h

Strawberry pickin' contest at Ridgeview Farms. Good times on

#GeeTour2013! pic.twitter.com/xWis1vWxcd

 [View photo](#)

UC ANR Social Media Example



David Doll
@thealmonddoctor **FOLLOWS YOU**

Work as a farm advisor for the University of California Cooperative Extension, covering the crops of Almonds, Walnuts, and Pistachios in Merced County.

Merced, CA · thealmonddoctor.com

546 TWEETS	125 FOLLOWING	272 FOLLOWERS		Following
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The Almond Doctor Tweets

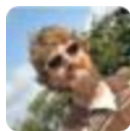


David Doll @thealmonddoctor

16h

Almonds and VOCs – Reminder! goo.gl/fb/2mcT2

Expand



Brad Hanson @UCWeedScience

27 Jun

. @thealmonddoctor FYI goosegrass control in almonds
ucanr.edu/blogs/blogcore... via @UCWeedScience

 Retweeted by David Doll

 [View conversation](#)



David Doll @thealmonddoctor

22h

Shell hardened; #pistachio kernel beginning to fill, need to apply full
irrigation to increase split % pic.twitter.com/ZSPBJSqdTW

 [View photo](#)



David Doll @thealmonddoctor

7 Jul

Bacterial Spot Field Day – Friday, July 12th goo.gl/fb/MCLTN

Expand

Contact Information

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