

Communicating Your ANR Story





Module Five: Facebook Basics

Rose Hayden-Smith, PHD

UCCE Advisor

Digital Communications in Food Systems
& Extension Education

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About the Communicating Your ANR Story Series

Communicating our stories as researchers and educators is essential.

Increasingly, this involves digital technologies.





Upcoming Webinars:

1/31

Facebook

2/4-2/8

Creating a Communications Strategy - Daily 10:00-10:30 a.m. with “homework” and “office hours” – must view each webinar live (or archived)

Archived:

Blogging Basics, Twitter Basics, LinkedIn, Blogging II, Instagram

- In the CYS series, you'll learn about tools & social platforms that will advance your work.
- We hope these webinars and resources will help you with **Extension Delivery.**

My Story

- Kellogg Fellowship – focus on digital communications
- Victory Grower & UC Food Observer
- Central to all my work: blogs and social media, particularly Facebook and Twitter, increasingly other platforms

UC Food Observer

- Brand platform for UCOP's Global Food Initiative
- Blog and social media presence
- From the institution (but not institutional)
- Provide value-added public service (via curation, contextualization and original content)
- **ENGAGE** with the public, media, UC community and others



Ideas

- "The stickiness and value of a connected life will be far too strong for a significant number of people to have the will or means to disconnect..."
- Social technologies are levelers. Most are free, which enables broad access. They flatten social and data hierarchies. In their best form, they can democratize information. They are now an integral part of/player in social movements.

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No product is made today, no person moves today, nothing is collected, analyzed or communicated without some ‘digital technology’ being an integral part of it. That, in itself, speaks to the overwhelming ‘value’ of digital technology.

— LOUIS ROSSETTO, FOUNDER AND FORMER EDITOR-IN-CHIEF
OF WIRED MAGAZINE

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PEW RESEARCH CENTER

Facebook Agenda

- Why Use Facebook?
- Facebook Basics/Terms
- New Features
- To Do
- Interactive Session
 - A Quick Tour of Facebook Features
 - Exploring Different Kinds of FB Accounts/Pages
 - Some Good Examples
- Q&A



What is Facebook & What Can It Do?

- A social media and networking site that launched in 2004
- Desktop and mobile
- You can have friends and friend others (you can also follow)
- Post comments, share photos, articles, links, video

What is Facebook and What Can It Do?

- Stream live video and broadcast
- Chat/message
- Supports a range of page types (personal, group, brand/business)
- Major source of news (fake or otherwise)

Some Stats*

- Only Google and YouTube have more logins
- 68% of Americans use FB; one of fastest growing groups is 65+
- Worldwide, 2.23B logins/mo; 68% of monthly users check in daily
- American uses average 58 min/day on platform; avg visit 10-12 min
- 88% accessing via mobile device

Why Use Facebook?



- Ubiquitous - sticky
- Lots of features and functions that are IDEAL for Extension work (including links to Instagram)
- Live broadcast and stories options – See above!
- Can be annoying and intrusive (particularly Messenger), but has good efficiency tools

Why Use Facebook?

- Use of the platform is growing and some of the high-growth audiences may be ours
- It's a SEARCH engine! People, tags, places, top.
- It can be fun, creative, and a GREAT way to reach people

Some Basic Features

- Home – Functions as your newsfeed
- Profile – About you...can be customized and can feature media and links...use it for all it's worth and invest time in this section IF you're comfortable with the platform
- Ability to post content, take photos, shoot video

New(er) features worth mentioning

- Stories feature – secondary feed! Can be loaded at top of profile...great place to keep content front and center. Links to Instagram if you want it to.
- E-commerce and marketplace
- Livestream
- Page features: cross-posting, scheduling, great insights/analytics (can be leveraged for Extension work)

Before jumping in...

- Why am I doing this?
- What do I want to communicate/share?
- How much time do I have to devote to this?
- IF USING already...how can I use this powerful tool more effectively?
In particular, do I want a personal page or another kind of page?



DO THIS:



- Optimize your profile (we'll offer some tips in the interactive session) **IF** you're comfortable on the platform
- Check PRIVACY and SECURITY settings *frequently*
- Consider using the interface with Instagram
- Be authentic and informative...add value, listen and engage
- Try using some of the newer features, like stories!

Before we go explore Facebook...

- Resources:
 - Rose's PowerPoint is in PDF on the ANR Learning & Development page, along with a bibliography
 - I'll add a PDF of the Q&A transcript and some tips early next week
 - Call, text or email Rose at 805.794.1665 or email at rsmith@ucop.edu with any questions. **I can help. I want to help you!** You can also Tweet me or DM me on [Twitter @ucfoodobserver](https://twitter.com/ucfoodobserver) or find me on LinkedIn and Instagram.