Social Media

Current Use | Future Plans | Resources Available
Current Use

- Social media site traffic – visits for the week ending 3/20/10*
  - Facebook 51.69%
  - YouTube 15.41%
  - MySpace 14.39%
  - Twitter 1.11%
- Facebook – currently over 400 million people
- Fastest growing audience on Facebook: 50-55 year old females
- Baby boomers are maintaining a profile on Facebook

Where you can find ISUE today

- Twitter
  - [http://twitter.com/ISUExtension](http://twitter.com/ISUExtension)
  - [http://twitter.com/ISUExtensionNews](http://twitter.com/ISUExtensionNews)
  - [http://twitter.com/iowa4h](http://twitter.com/iowa4h)
- Vimeo
  - [http://vimeo.com/isueextension](http://vimeo.com/isueextension)
- YouTube channel
  - [http://www.youtube.com/iowa4h](http://www.youtube.com/iowa4h)
  - [http://www.youtube.com/user/IowaStateExtension](http://www.youtube.com/user/IowaStateExtension)
- Ning
- Blogs [http://blogs.extension.iastate.edu/](http://blogs.extension.iastate.edu/)
Current Focus

• Currently focusing energy on Facebook and Twitter
• Facebook
  • Fan page
  • Non-members of Facebook can access the page
  • Encourage staff to post information to the page
  • Currently 520 fans up from 198 in December of 2009
• ISUE Twitter pages:
  • News feed – 649 followers; media included
  • “Personality” page – retweeting from other ISU/Extension accounts
    • New page created mid-February
    • Currently has 74 followers
The Latest News

Resources Updated for Flood and Water Damage Issues: ISU Extension has many resources available to help Iowans deal with flood and water damage issues. These resources are categorized by crops, emergency tips, flood clean up, housing, livestock, and wells and water from the Disaster Recovery page and will be updated as flooding issues change.

Join or log in to share your comments,

Follow Us

facebook

Hey there! ISUExtension is using Twitter.
Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving ISUExtension's tweets.

Dr. Murli Dharmadhikari, ISU Extension enologist, was spotted by @iowine at the Iowa Wine Growers conference. http://bit.ly/aOGNck

Join today!

Announcements

University Extension

Healthy People. Environments. Economies.
Why Social Media?

- Significant portion of the population using the tool
- Growing rapidly
- Another way to connect
- Supplemental communication channel
- Cost effective – but takes time
- Leverage your personal networks
- Keep in mind 73% are spectators*

Future Plans

- Build skill set (CER) to enhance training/support for staff
  - Recent hire w/focus on social media
  - Trainings and workshops
- Develop social media communication plan for ISUE
  - Different audiences use different tools
  - Incorporating tracking tools to measure success
- Develop social media guidelines
- Use the *Thriving Together* blog for staff
- Share tips and resources through *InsideX*
Support

• Team effort – EIT and Communications
• ERs available to assist field staff
• Facebook Do’s and Don’ts
• *Thriving Together* blog
  • CER staff to share tips and resources
  • Staff to ask questions and comment
• Training as needed – personal training
Who to contact for help

• Joani Schwitzer: jsgent@iastate.edu
• Jacy Johnson: jacyjohn@iastate.edu
• Steve Metcalf: smetcalf@iastate.edu

• External Relations Specialists
  http://www.extension.iastate.edu/externalrelations
  • Natasha Forsythe
  • Amber Bisinger
  • Julie Hlas
  • Jolene McCoy