

Susan Kelly – North Carolina – Social media champion.
Aug. 25, 2015

What are the main sub-headings:

- Platforms
- Audiences
- Strategy
 - Content management
 - How and why we use (purpose vs. professional development)
 - How to stay ahead of the game (professional development)
 - Time management

- Issues – challenges (mechanics)
- Governance/Policy/Guidelines
- Buy-in/acceptance by administrative/Staff
- Analytics/Assessment

What do we have to address these topics and subtopics (resources?)

- Platforms are free
- Colleagues – those already using social media extensively
- eXtension X-techlearn.org
- Communications, database of policies/guidelines on PLN communications group website
- Online resources like Hootsuite and TweetDeck, Sprout, Buffer help with time management and efficiency
- Analytics are really important
- Social media teams that's integrated. IT and others. Tennessee and Arkansas. Communicator group. Lisa Stearns from Tennessee meets at least monthly to provide education to anybody throughout the state. Through Zoom.

What information or resources do we need?

- A strategy for what we are going to do for my office, my unit and my extension as a whole.
- Tie-in to the experts. Best practices that are happening external to extension.
- Need content creators to help communications populate the page.
- Is there a PLN campaign? How does kGlobal fit into this? Hashtag campaign?

Stakeholders and partners

- kGlobal
- extension
- ECOP
- PLN Communication group
- Who does it well? How do we use that knowledge or work in partnership with them?

The Social media future

What could we do together?

Envision the future? Brainstorm.

- Resources for program development
- Write into grants
- Marketing tool or driving individuals, a communications tool
- Model successful social media

Addressing new audiences

- Personnel for social media – having one person who can direct the efforts
- Institutionalized in culture of media

- Administrative trust in users/confidence by users
- Hear from a social media expert who may not be in our industry (engage a social media expert – webinar or live meeting)
- Stay current with platforms for new members
- Social media directory/registry
- Guidelines/education
- Incentivize- followers?
- Impact of each social media post/effort? (analyzing the data)
- Flexible and responsive
- Extension is doing great things – being the expert and managing the issue.
- Are we part of the conversation? How are we managing feedback and discussion (valid content)
- Rallying groups with common concern
- Claiming and reclaiming our expert status

#priority that demands attention

#A valid resource to reach new and existing audiences and manage relevant issues

#ExtensionIsTheExpert

Social Media Roundtable – Round 2

Aug. 26, 2015

What will we do? How will we do it?

Over the next 12 months? Be specific, be realistic.

- Recommend reviewing Comm Comm deliverables from 2014, including Ruth Bolger position paper on social media’s role in Extension work.
- Recommend institutions with Southern Region Extension connect with each other’s Facebook pages and other platforms/compile a list of all the Southern Regional institutional Facebook, Twitter, Instagram, LinkedIn, Pinterest and other social media platforms.
- Recommend institutions develop specific social media training.
- Share SR-PLN Communications’ group social media policy/guidelines online repository.
- Develop a recommended each social media department create an annual analytics report.
- Recommend that NIFA recognize the value of contacts made through social media.

Participants

Name	Committee
Andella Rowell	Comm
Michelle Olgers	Comm
Courtney Jordan	Comm
Matt Browning	Comm
Boyd Owens	4-H
Pam Ardern	4-H
Will Hehemann	Comm
Suzanne Street	Comm
Leslie Bobby	None
Sabrina Simon	FCS

Alisha Hardman PSD	
Mary Hightower	Comm
Alejandro Bolques	ANR
Debbie Archer	Comm
Lawrence Carter	AEA
Lisa Stearns	Comm
Robin Cheeley	
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