



PLN State Report 2018

The College of Agricultural and Environmental Science's Office of Communications and Creative Services (OCCS) serves as the communications and marketing function for the academic, research and UGA Extension missions of the college.

OCCS Mission:

Strategically elevate the land-grant mission, values, reputation and brand of the College of Agricultural and Environmental Sciences while protecting its reputation statewide, nationally and globally.

OCCS Team:

Director, four graphic designers, three public relations coordinators, two editors, one marketing professional, one communications coordinator, one videographer, one program coordinator, one shipping coordinator.

Successful Projects:

UGA Extension Rebrand

UGA Extension became the last (but not least!) UGA entity to come into the fold of the rebrand at the university. Despite rebranding UGA Extension just five years ago, the transition has been well received. Redesigned collateral and templates are still underway, but digital assets, including a redesigned website, have been completed.


UGA Extension Internship Program


Recognizing that previous interns are our most successful hires, administration invested time and resources into efforts to enhance internship opportunities. OCCS assisted by helping build a more robust internship advertising, application and response process. This resulted in a successful summer of 93 applicants with 23 interns placed, two times as many as the previous year. Efforts are already underway to continue this positive process.


Collaborate to Innovate: 5 Stories of UGA Extension Innovation


The addition of a videographer to our unit as given us a broader portfolio of resources to offer. This year we produced a series of videos for UGA Extension focusing on five key projects that showcase Extension's collaborative efforts with leaders across the state of Georgia. These projects highlight the Agricultural Water Efficiency Team, the Healthier Together joint program with the Centers for Disease Control and College of Public Health, the 4-H program in downtown Atlanta based in the Atlanta History Center that partners with other local programs, the Using Pesticides Wisely training program in partnership with the Department of Agriculture to train farmers to minimize drift in pesticide use, and lastly, the Relationship Smarts program that educates use in the community on healthy relationships. These videos can be views on the UGA Extension YouTube channel.


REACH

482,719  30%
Number reached through Extension Facebook posts

114,900  14.3%
Impressions on Extension Twitter


436,840  83.7%
Pageviews on Extension Publications


2,822,123  32.5%
Pageviews on Extension website


 Percent change YoY


Reach measures the effectiveness of getting messages in front of our audience. The more people our content reaches, the more likely a greater number of people will be aware of Extension and begin to form desired impressions.

CONSUMPTION

34,392  22.6%
Number of clicks on Extension Facebook posts


448  24.3%
Number of clicks on Extension Tweets


330,115  84.6%
Sessions on Extension Publications


1,708,591  37.5%
Sessions on Extension website

Consumption measures the amount of content people read, view and watch. The more content people consume, the more likely they will understand Extension and our work.

ENGAGEMENT

30,742  27.4%
Number of Extension Facebook engagements (likes, comments, shares)

451  16%
Number of Extension Twitter engagements (likes, retweets, replies)

2,034  23%
Number of new people following Extension Facebook, Twitter and Instagram

*Note: Instagram was a new addition to our social media platforms in 2017-18 and accounts for 639 of these new followers

Engagement measures how people interact with us on social media. These actions include following our social media accounts and liking, sharing or commenting on content we produce.

Advertising + Marketing

Grand Total IMPRESSIONS: **7,395,616**

July 1, 2017 - June 30, 2018

PRINT + DIGITAL

Print + Digital

Georgia (UGA) Magazine	624,000
FFA Horizons Magazine	135,000
The Red & Black	116,000
Georgia Trend Magazine	108,000
Atlanta Magazine	70,000
Georgia County Gov. (ACCG) Magazine	57,049
Georgia Grown Magazine	21,439
Miscellaneous	1,600
<i>Digital Only</i>	
Growing Georgia	582,969
Facebook	25,123

TOTAL IMPRESSIONS: 1,741,180
(23.5%)

RADIO

GPB Atlanta (88.5) and State Radio Network - NPR	3,900,000
<i>Live read :15 spots for CAES & Extension, 680 total</i>	
The Farm (92.5) Tifton	561,000
<i>85 monthly :15 spots for UGA Tifton</i>	
B100 Albany (100.1)	216,700
<i>209 total :15 spots for UGA Tifton</i>	

Note: 92.5 The Farm is in an unrated market and this data is estimated based on market demo

TOTAL IMPRESSIONS: 4,677,700
(63.2%)

TELEVISION

WALB NBC Albany (Raycom TV)	643,520
<i>Fall Fridays Football Locker Room Report (16 weeks), :15 spot for UGA Tifton</i>	
GPB Sports High School Football Playoffs	227,616
<i>Playoff games (4 weeks), :30 spot for CAES - Ag Dawgs at Work</i>	

TOTAL IMPRESSIONS: 871,136
(11.8%)

EVENTS

Georgia National Fair	60,000
Sunbelt Ag Exposition	40,000
Southeast Regional Fruit & Vegetable Conference	3,000
ACCG Annual Conference	1,400
Georgia Farm Bureau Convention	1,000
Georgia Press Association	200

Note: data is based on reported attendance or estimated attendance by staff

TOTAL IMPRESSIONS: 105,600
(1.4%)