A strategic, relational approach to social media engagement
What social media engagement can look like

Pam Kan-Rice @UCANRpam
"By not watering them, we're going to jeopardize these trees and these urban forests" says @ucanr Don Hodel

Rachael Myrow @rachaelmyrow
When the #CADrought is over, how many trees will be left alive in LA? buff.ly/1MCZS08 via @GloriaHillard #ShortTermThinking

Rachael Myrow @rachaelmyrow
@UCANRpam @ucanr I think a lot of people are unaware trees hold water underground. Natural reservoirs!
7/21/15, 6:40 AM
2 FAVORITES

Rachael Myrow @rachaelmyrow
Let the lawn go - but for goodness' sake, don't kill the trees! buff.ly/1KkU9Pc via @KQEDNews @KQEDscience @UCANRpam #CADrought
7/22/15, 2:32 PM
26 RETWEETS 51 FAVORITES
Getting some assumptions out of the way...

- Social media can be a valuable tool – one of many.
- Can augment other cooperative extension outreach and communication efforts.
- There is no one-size-fits-all.
- Social media conversations are always challenging because of the diversity of experience in a room.
- You want to figure out where to start or how to fine-tune your current efforts.
Traditional Communication Model

One-way communication

Community Engagement Model

Multi-pathway communication
Not so much a communication challenge as a relationship challenge...

- Engagement more about dialogue and relationships. *Listening* becomes equally important as talking.

- Places relationships and communities front and center (vs “audiences”).

- Across academic institutions, now prioritizing community engagement.

- Luckily this is already big ANR focus. Our challenge is taking it online.
What does this mean in a social media context?

- Getting your own work out is only one way that social media is useful.
- Cultivating relationships online is valuable.
Pragmatic reasons for social media engagement

• Media surveys find that clear majorities of Twitter (63%) and Facebook (63%) users now say each platform serves as a source for news.

• Twitter and Facebook are the most popular among journalists. More than half use for sourcing stories and networking.

• Survey of ag reporters found:
  o 81% of use Twitter
  o 64% use Facebook
  o 25% get “quite a few” story ideas from Twitter or Facebook
So many platforms, so little time....
Strategic Social Media Engagement

• Start with goal for engagement:
  o To become a “go to” resource?
  o To be engaged with a particular community?
    ✓ Journalists
    ✓ Academics/ institutions
    ✓ Decision-makers

• Very difficult to judge how much time/effort to put in and ultimately to evaluate success without goal.
Who are you talking with?

• Spend some time getting the lay of the land – using social media as a listening tool + way to get your own voice out.

• Systematic, intuitive approach to figuring out who else is in your space:
  o Similar & contrasting voices
  o Academics, journalists, government agencies, geographic spread
  o Topical/content
Voice


• What unique niche can you fill? Where are the gaps in conversations?

• Update consistently, frequently (…or don’t)

• Can be challenges to dual management of accounts due to voice, so good to have understanding if multiple people will use account
Lists & good Twitter client are key (e.g., Hootsuite, Tweetdeck)
Content

- Developing content –
  - Older materials
  - New research
  - Success stories
  - Narrative
  - People

- Use Google alerts to keep track of information you might want to share from a research/institutional perspective

- Can develop editorial calendar for events, etc.

- Use hashtags wisely
When scientists take over

Normal Monday
Images tend to get more retweets

Major California reservoir levels (% avg) as of midnight yesterday compared to last week
#drought #cawater #cawx

New interactive map of California's urban water use from @PacificInsti
bit.ly/1xZWiTD #cawater #drought

More rain leads to more mushrooms - a guide to a few favorites
bit.ly/1sBe6ny via @ucanr @UCMasterGarden
Sharing

• One of the main purposes of social media is sharing – be generous!

• Various rules of thumb include 1/3 your own content, 2/3 shares

• In general, create good will by sharing, particularly diverse sources
  o Think about how much you want to repeat what the NYT or other media outlets say versus others (e.g., local papers, freelancers), consider gender bias in sharing

• Good idea to share journalist, etc. handle in tweets

• Use bit.ly or other link shortener, Twitter analytics, etc. to keep track of clicks
California Institute for Water Resources

- Located in UC Office of President
- Hub for the national network of water research institutes supported through USGS
- Goal to work across all UC campuses, as well as all higher education institutions in the state
- Our mission: integrating California’s research, extension, and education programs to develop solutions to water resource challenges
“All dry on the western front” - @NASA
Development of a water community

Researchers and programs from around UC system in collaboration
Opportunity

California Institute for Water Resources

New! Drought resources
As we enter 2014 in the midst of historic drought, California's academic institutions serve as a tremendous resource. Visit our drought pages for events, experts, and informational resources.

Fulfilling our mission

"As California faces its worst drought in decades, water supply and quality for agricultural, urban, and environmental systems has become one of our biggest challenges. UC's California Institute for Water Resources is vital to integrating California's research, extension, and education programs to help mitigate the current problem and develop practical long-term solutions."

Secretary Karen Ross, California Department of Food and Agriculture

uca nr.edu/drought | @uca nrwater
Able to quickly, nimbly respond

In 2014, ANR quickly:

- Held 100+ workshops that have been broadcast and/or video captured, reaching over 10K people in person
- Developed an online drought seminar series
- Water institute has tripled / quadrupled web traffic and Twitter followers

Project highlight: in January, the Sierra Foothills Rec and Extension Center quickly put together a workshop for ranchers that was broadcast in seven county locations, bringing together knowledge from academics, practitioners, ranchers. Covered in the New York Times, helped to bring attention to issues.
New online seminar series with experts from around the state, support from state department of water resources
Over 1000 articles in a variety of media outlets including the New York Times, Washington Post, Los Angeles Times, Time, Businessweek and Mother Jones with experts from across the UC system.
May 19 2015, 5.55am EDT

California’s water paradox: why enough will never be enough

Doug Parker
Director, California Institute for Water Resources and Strategic Initiative Leader for the Water Initiative at University of California, Division of Agriculture and Natural Resources

Faith Kearns
Water Analyst, California Institute for Water Resources at University of California, Division of Agriculture and Natural Resources

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Faith Kearns receives funding from United States Geological Survey.

This article is part of The Conversation’s series on drought. You can read the rest of the series here.

These days, it seems everyone is looking for a silver bullet

California’s Drought: There Will Never Be Enough Water

BY DOUG PARKER AND FAITH KEARN\NS 5/24/15 AT 9:26 AM

A worker walks through farm fields in Los Banos, California, on May 5, 2015. In this land rich but water-starved state, increased supply simply leads to more demand, the authors write. LUCY NICHOLSON/REUTERS

California is now well into a fourth year of severe drought. This year’s record low mountain snowpack, which the state relies on to get through its dry summers, means that already reduced reservoir levels will not see many gains from the melting of late spring and early summer. The state is in a process of learning to live with drought.
Know it’s a process.

Leverage resources and follow strategic, relational social media model and use in both a listening and broadcasting function with a focus on developing relationships with various communities including journalists, agriculture, NGOs, individuals.
Extending your reach with Social Media and ANR tools

Dave Krause
Manager of Web Development and Applications Programming
Communication Services and Information Technology
University of California, Division of Agriculture and Natural Resources
Extending your reach with Social Media and ANR tools

What we’ll cover

• Social Media adoption statistics
• Four key types of web content distribution
• A practical approach to getting started
• Reinventing content
• Helpful tools
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Social Media adoption statistics

• Over 2.206 Billion active social media users.
• Social Media users have risen by 176 Million in the last year.
• Facebook adds ½ million new users every day; 6 new profiles every second.
• Mobile users constitute half of the world’s population, and 2 million smart phones are sold worldwide every single day.
• 3.734 Billion Mobile Users, and 1.925 Billion on Social Media with 1 million added every day.
Four key types

- **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 create or share daily?
- **Facebook** – do I have a community that would appreciate knowing about events in my field?
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Web content distribution

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 (1.4 billion vs. 600 million), but Twitter’s growth rate is much higher, especially for big brands and businesses.
Twitter makes me like people I've never met and Facebook makes me hate people I know in real life.

@shaylamaddox
Extending your reach with Social Media and ANR tools

A practical approach to getting started

Let’s get some assumptions out of the way...

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- You want to figure out where to start or how to fine-tune your current efforts.
- There is no one-size-fits-all way to do social media.
- Social media conversations are always challenging because of the diversity of experience in a room.
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Dave’s one-size-fits-all way to do social media
Level of commitment, according to the social media gurus at Buffer...

- Twitter – 14 times per day, never more than once per hour, seven times on weekends, midnight to 10:00 PM
- Facebook – 2 times per day, seven days a week, 10:00 a.m. and 3:00 p.m.
- LinkedIn – 1 time per day, 8:15 a.m., no weekends
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Level of commitment, according to the guy standing in front of you...

- For **Twitter**, about as often as you eat.
- For **Facebook**, about as often as you hit the gym.
- For a **Blog**, about as often as you take out the garbage.
- For a **Website**, about as often as you clean out your garage.
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A practical approach to getting started

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!
The budget gourmet’s recipe for content creation:

1. Add a new blog post of either your content or someone else’s content (if someone else’s, consider quoting and adding your interpretations or observations).
2. Post gets added to Site Builder automatically.
3. Tweet about blog post.
4. Tweet gets added to Facebook automatically.
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SEO Quick Tips

• Create good titles.
• Content should be informative and concise.
• You do not have to create original content.
• Always link to referenced or original sources.
• Use blog tags.
• Put your Twitter handle in your blog.
Newsletters are a great source of content for blog posts. 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!
Other content buckets:

- Google alerts for programmatic topics.
- RSS aggregators like Feedly.
- Pay services like Bloomberg, Meltwater, Mention, etc.
- Social media databases like SocialMention and Topsy.
- Your social networks AND Your colleagues!
ANR communication tools:

• Site Builder – web content management system. Publish websites with no skills whatsoever!
• Blogs – integrated blog tool to create content for use on website or standalone.
• Collaborative Tools – easy to use discussion and document management system.
• Survey and Registration Tool – gather data or register folks for an event.
• Adobe Connect, Box, Office365 and more!
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Helpful tools

Social media management tools:

• Hootsuite and SocialOomph – monitors all social media accounts and allows you to schedule posts, share access and view analytics.
• Buffer – message delivery management simplified.
• IFTTT – if this then that. You make the recipe for how you interact with the internet.
• TweetDeck – like Hootsuite, but just for Twitter.
• SocialBro – teaches you about a specific community, including its leaders.
Discussion