My personal experiences with social media

UC ANR Statewide Conference

Lynn M. Sosnoskie, Ph.D.
Area Advisor Agronomy and Weed Science

April 2018
What Social Media do I use?

- Twitter
- Instagram
Note:
I have multiple accounts; one is personal the other is work related.
I have multiple accounts; one is personal the other is work related
What’s the difference between the accounts?

• **Personal**
  – Weeds and weed science
  – Agriculture

• **Public**
  – Weeds and weed science
  – Agriculture

  – My dogs
  – Travel and photography
  – Social issues
  – Ohio State Football
  – How much I hate snow
  – My love of Cheetos
Why Do I Use Social Media?

What I Contribute To It

• Outreach

  – Dissemination of my own work
  – Dissemination of the work of UC ANR colleagues
  – Meeting announcements
  – Survey requests
Outreach

CalBotSoc @CalBotSoc
Call for Abstracts!
@CalBotSoc 27th Graduate Student Symposium
Cal Poly San Luis Obispo, Sat, April 6th 2019...

Agronomy and Weed Science · 7h
It’s true. And not just herbicides, weeds can adapt to non-chemical disturbances, too. (Think selection for prostrate and perennial weeds in mowed environments.)

HERBICIDE RESISTANCE
LIFE, UH, FINDS A WAY

Smithsonian Channel · @Smith...
What happens when 20th century American Royalty meets 21st century color tech? The answer is the most

Agronomy and Weed Science @agronomyweedsci
Fleabane. At all different growth stages. Right now in Merced County.
12/11/18, 1:43 PM

Marin County Parks @marinparks
The Asian citrus psyllid, an insect pest discovered in Novato, spreads a disease that kills citrus trees. County, state, and local agencies are collaborating on a survey and treatment program, and asking residents to watch backyard trees. ow.ly/8zn30mRCbjt

kat calvin @KatCalvinLA · 7h
Kristi Leigh Retweeted
Why Do I Use Social Media?
What I Get Out Of It

• News
  – i.e. Farm Bill, immigration and labor concerns

• Weather
  – i.e. Current snowfall and weather reports

• Keeping current with topics in my discipline
  – Dicamba drift and crop injury in the Mid-south and Mid-west

• Connections
  – Growers, industry personnel, other scientists, journalists
Why Do I Use Social Media?
What I Get Out Of It

NatlCottonCouncil @NCottonCouncil

House and Senate Ag Committee Leaders Release #FarmBill Bill Conference Report - Read more ow.ly/OibF30mWdQO from @HouseAgNews

12/10/18, 8:13 PM
1 Like

NWS Hanford @NWSHanford

Rain in the valley and snow in the mountains look possible in the 6-10 day range. The Climate Prediction Center’s 6-10 Precipitation Outlook is attached. #cawx #CaRain #CaSnow

Andrew Kniss @WyoWeeds · 1d
This is a 1 mL droplet (red food coloring). This is how much of the dicamba formulation Xtendimax is required to reduce soybean yield on one acre by 5%. It would require even a little less Engenia since it is more concentrated.

Andrew Kniss @WyoWeeds · 1d
This is a 0.044 mL droplet. This is how much Xtendimax is required to cause 5% visible injury to an acre of soybean. Again, it would require even less of Engenia. #dicamba
Connections

Andrew Kniss
@WyoWeeds  Follows you
Susan, Dalton Ludwick, and 809 others follow
Studying crops & weeds in Wyoming. Former Nebraska farm kid. Supporter of agroecology & pesticides. Hopefully better at science than twitter.
⏰ away from Twitter for a while
🛡 plantoutofplace.com
2,154 Following  7,542 Followers

Westside Farmer
@JoeDel Bosque  Follows you
Milas Russell, Jr., Kent Daane, and 238 others follow
Entrepreneurial #family #farmer in California’s #CentralValley. Growing fresh food to make lives healthier. #Agvocate for #farms #farmworkers. @DelBosqueFarms
🌅 California
551 Following  2,847 Followers

Pinned Tweet
Andrew Kniss @WyoWeeds · 2/16/18
If you want to come earn a PhD working on a super cool crop/weed ecology project, I have an opportunity available! wssa.net/2018/02/gradua...
Connections

Ag Writer
@ToddFitchette  | Follows you
UC Water, My Job Depends On Ag, and 278 others follow
Western @farmpress Associate Editor; Chico State alum; Army Vet; SKYWARN weather spotter; Photographer. I write about food before it gets to your plate.

- California
- sierradreamsphotography.com
- Born on June 3

1,529 Following  1,650 Followers

Nathanael Johnson
@SavorTooth  | Follows you
Daniel R Williams, Sharon Badian, and 353 others follow
Senior writer @Grist. Whitewater guide now chained to an inconveniently sinky desk. Writer of books. Father of daughters. Shanker of frisbees njohnson@grist.org

- Berkeley, CA
- NathanaelJohnson.org

2,170 Following  7,409 Followers

Nathanael Johnson  @SavorTooth  · 5m
Update: Went outside and looked up into the sky to see if it was still raining. Answer: yes.
Connections
Connecting with journalists

• What have I gained?

• Exposure
  – i.e. Retweets of weed photos or links to blog posts by journalists expand my effective reach to people who don’t follow me or normally interact with me

• Assistance
  – i.e. Dissemination of announcements about upcoming meetings (UC Weed Day, WSWS annual meeting, CWSS annual meeting)
What journalists get in return

• “Photos and accompanying short explanations are valuable for visual learners. Responses on social media can come more quickly than e-mail, which is important for quick deadlines.”

• “People I follow do a very good job at explaining situations they encounter, which fits with the mission and philosophy behind cooperative extension.”

• “I have a scientist that I can contact when I have a question that requires expertise...Social media gives me a ‘sense of that person’, not just their resume and it helps me figure out what kinds of questions I can ask.”

• “As a journalist, I am always out of my depth – I constantly have questions and don’t even know the right person to ask. Social media helps to direct me to the experts. The helped me correct misunderstandings and kept them from appearing in publication.”
Final Thoughts

• Social media isn’t for everyone...but it is a tool that is being employed by growers, scientists, and industry members

• It can take (a lot of) time to build up a following; consistency of use is key (but that does not mean all day, every day...)

• Pictures and short text are great for drawing attention to an important topic or point (so is tagging @ucanr in your tweets so that they than can help disseminate your information)

• ‘Dumpster fires’ are everywhere, but can be easily avoided