Using Social Media to Promote Teach Ag!

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Where to Post

• Who is your Audience?
  – Alumni, current students, prospective students, current teachers, parents of students, etc?

• Post where your audience is
  – Facebook
  – Twitter
  – Blog
  – Instagram
  – YouTube
  – Vine
What to Post

• Develop traditions
  – Throw back Thursdays
  – Countdowns to events
  – Highlight Events

• Everything, ensure there is variety
  – Highlight Student Internships
  – Classroom Activities
  – International Travel
  – On campus Jobs
  – Statistics about the Profession
When to Post

• Original Posts
  – Twitter- twice per day
  – Facebook – twice per week
  – Blog- once per week

• As many Interactions as you can
  – “likes” “retweets” “shares” etc.
How to Post

- Schedule posts
- Always have an image
- Tag whenever possible
- Use Hashtags #TeachAg, #KSUAgEd
- Know your Post Stats,
  - What does your audience want to know?
  - When do they interact with your page?
- Promote Conversation, Shares and Likes
  - Pose a question, start conversations and interactions with your audience
Promising Practices

• Create opportunities for Photos

• Customized Mascot Cut-out
  – Partystandups.com
  – Approx. $150
Promising Practices

• Virtually “Tag” Students
  – Each student who comes on an official campus tour and visits the Ag Ed program receive a t-shirt and a “Tagged to Teach Ag” post.
Promising Practices

• Photo Booth Backdrop
  – At our State CDE’s we had a photo booth and props.
  – Inexpensive, easy and generates a lot of traffic to your page
Stay Connected – Connect Cards

K-State Agricultural Education
Twitter.com/KSUAgEd
KSUAgEdu.blogspot.com
References