Keys to success *(after some major failures)*

- Consistency Matters
  - Make time to post regularly
  - Assign someone from your group to take on this task.
  - Collaborate if several people are managing the account

- Measure twice, cut once
  - Double check spelling
  - Double check grammar and context
  - Check picture backgrounds for appropriateness

- Science of Social Media
  - 80% of the US population lives in the Eastern and Central time zones
  - Facebook shares spike around noon, 7pm & Saturday
  - Twitter traffic is highest midweek, Saturday, noon & 6pm
Social Media Tools

- Hootsuite
  - Scheduling Posts
- Gramblr
  - Computer to Instagram
- Twitter Analytics
  - Twitter Data
- Facebook Insights
  - Facebook Data
Successful Teach Ag Related Posts

• Quotes
  • Educational and Inspirational

• Pictures
  • 52 Weeks of Teach Ag (Thank you Oregon!)
  • Faces of Teach Ag
  • #FindHootie

• Links to website/more information

• Include hashtags
  • #teachag
  • #tagged15
  • #taggedtoteachag
  • Make your own and promote it
  • Follow and engage with others (be a good social media participant)
"THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT YOU DO."

-STEVE JOBS

"As a future agriculture teacher, I am most looking forward to molding students into better people and citizens as well as better students."

“Roughly 200 ag teachers retire. Who will fill these positions? I think you should #teachag."

#TEACHAG

BECOME AN AG TEACHER.

NATIONAL TEACH AG DAY SEPTEMBER 24, 2015

WWW.NAAE.ORG/TEACHAG

Bradley Coleman @brad_mich_cole - Aug 5
Ready for the first day of school tomorrow as a first year Ag teacher! #teachag @Teach_Ag #NAAE
Posts by audience

• **Agriculture Teachers/Ag Ed Majors**
  - Share posts about what it’s like to Teach Ag.
  - Post pictures (without student faces) from your classroom, FFA chapter or SAE visits.
  - Tag other ag teachers who inspire or mentor you.
  - Keep posts real & positive!
  - Share inspirational comments encouraging others to teach ag.
  - Share/retweet/like/favorite NTAC posts

• **Stakeholders, Teacher Educators, Alumni, State Staff**
  - Share state/institution Teach Ag resources
  - Celebrate ag teachers
  - Publicly recognize different ag teachers every week.
  - Keep posts real & positive!
  - Share inspirational comments encouraging others to
  - Post state supply and demand data.
  - Share/retweet/like/favorite NTAC posts
Ellen Thompson
ethompson.naae@uky.edu

Alan Green
alangreen4045@gmail.com

www.naae.org/teachag