USING SOCIAL MEDIA FOR MARKETING

Alan Windham, Professor
Entomology and Plant Pathology
Real. Life. Solutions.™

At the UT Institute of Agriculture, our students, specialists, and researchers are working every day to deliver on our brand promise: Real. Life. Solutions. Their efforts are making a positive difference in the health of humans, animals, and the environment. Whether it’s in Tennessee or around the world, UTIA is making a difference for a growing population—and UTIA Marketing and Communications wants you to know all about it!

HOW WE TELL THE UTIA STORY

- Branding
- Strategic marketing planning
- Creative campaign development
- Social media
- Media relations
- Crisis communication
- Internal communication
- Graphic design
- Video production
- Photography
- Publications editing and production
- Website design consultation
- Displays and exhibits
BRANDING RESOURCES – SEE SOCIAL MEDIA
REGISTER ANY UT SOCIAL MEDIA ACCOUNTS WITH UTIA
UTIA SOCIAL MEDIA GUIDELINES

- Must have supervisor’s approval to establish new account
- All social media accounts must be registered with UTIA
- Must have multiple administrators/managers
- Former employees should be removed as administrators
SOCIAL MEDIA FOR MARKETING GOALS

- Increase website traffic
- Increase brand awareness
- Create a brand identity
- Communicate and interact with clients

http://www.wordstream.com/social-media-marketing
TIPS FOR SOCIAL MEDIA

- Planning – who will be involved?
- Content is King – good content draws an audience
- Consistent Brand Image – promote social media constantly
- Track Competitors – check how others are using social media
- Measure Success with Analytics – which posts are most popular?

http://www.wordstream.com/social-media-marketing
POPULAR SOCIAL MEDIA

- Facebook – educate and interact with clients
- Twitter – allows you to broadcast updates in 140 characters
- Pinterest – image centered platform
Many of our clients are already using Facebook.

Facebook can be used to share links to information, images and have conversations with our clients.

More popular with young adults and seniors than teens.
UT EXTENSION ON FACEBOOK
TWITTER TIPS

- Fastest growing Social Medium
- Popular with young people
- Share compelling content – include images, link to new or interesting research or news
- Learn from others by following on Twitter
- Use Apps such as HootSuite to manage and schedule Tweets
A TWEET

Alan Windham @UTPlantDoc · 11 Dec 2015

Fungi responsible for diseases of orn plants overwinter in leaf litter. Rake and remove or pulverize to decay.
Pinterest TIPS

- Pinterest has a fast growing community of users
- Pinterest is an image heavy social medium
- Pinterest is a place to get ideas for projects and interests
- Primarily a female audience
PINTEREST KEYWORD SEARCH: GARDENING
Needlecast diseases can give Colorado spruce the "Blues". Thinning canopy? Check for needlecast and spider mites.
REASONS TO CONSIDER USING MORE THAN ONE SOCIAL MEDIUM

- Social medium platform use varies by age
- 53 million U.S. adults use 2+ platforms
- 70% of adults use multiple social media platforms for different interests
- 60% of social media users use different platforms to follow media, people, brands

http://heidicohen.com/multi-platform-social-media-use/
CASE STUDY: USING FACEBOOK FOR ORNAMENTAL PLANT PATHOLOGY AND ENTOMOLOGY EDUCATION

Alan Windham
Frank Hale
Debbie Joines
Darrell Hensley
OUR CHALLENGE: A MORE DIVERSE AUDIENCE

At many educational meetings throughout the year, our audience is primarily male. Our challenge was to use social media to attract a more diverse audience.

2015 Turf and Ornamental Field Day, UT Plant Science Farm
SOIL PLANT PEST CENTER ON FACEBOOK
WE SHARE OUR EXPERTISE
Crape myrtle bark scale is new to Tennessee.
Facebook analytics allows you to review posts that connect with your audience and those that don’t.
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OUR MOST POPULAR POSTS

- Original content
- Good illustrations
- Brief description with links to more information
- Least popular posts were links to news or magazine articles
SIMPLE CONCEPTS SOMETIMES RESONATE WITH YOUR AUDIENCE

Popular posts can be simple concepts, local stories; it doesn’t have to be “rocket science”.
YOU CAN NOW SEARCH OVER 1 TRILLION FACEBOOK POSTS

- Facebook now has a key word search to look for posts of interest.
ENGAGED USERS

Over the last 3 years, our social media audience is consistently a female majority.
# Facebook Audience

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CHALLENGES

- Time – there is a currency for social media it’s called time
- Audience buy in, must promote
- Lots of “noise” in the online market
- Posts and questions generated by followers
WE WERE ABLE TO:

- Reach people new to Extension
- Increase the diversity of our audience
- Contact with Master Gardeners and Green Industry Professionals throughout the year
- Multiplier effect of information that is shared
THE SOIL, PLANT AND PEST CENTER’S FACEBOOK PAGE RECENTLY RECEIVED THE 2015 “BRIGHT IDEA AWARD” FROM THE SOUTHERN REGION IPM CENTER.
QUESTIONS?
PRO HDR – PHOTOGRAPHY APP FOR IPHONE, IPAD
Real. Life. Solutions.

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.