


# USING SOCIAL MEDIA FOR MARKETING

Alan Windham, Professor  
Entomology and Plant Pathology

Real. Life. Solutions.

**U-EXTENSION**  
INSTITUTE OF AGRICULTURE  
THE UNIVERSITY OF TENNESSEE

# UTIA SOCIAL MEDIA GUIDELINES – GO TO MARKETING AND COMMUNICATIONS DEPT WEB PAGE



The screenshot shows the website for the UT Institute of Agriculture (UTIA) Marketing and Communications. The header features the UTIA logo and a navigation menu with links to various departments. Below the header, the main heading reads "UTIA Marketing and Communications". A secondary navigation bar includes links for Home, Staff, Branding Resources, and Project Request Form. The main content area features the slogan "Real. Life. Solutions.™" and a paragraph about the institute's mission. A section titled "HOW WE TELL THE UTIA STORY" lists various services offered. A video player is embedded, showing a man in a lab coat with the UTIA logo and his name, Chuck Denney, displayed below him.

**UTIA INSTITUTE OF AGRICULTURE**  
THE UNIVERSITY OF TENNESSEE

UT SYSTEM | UTK | WUTK | WISSE | ONLINE/UT | TRAIL | A-Z | PEOPLE

INSTITUTE | ACADEMICS | AG. RESEARCH | EXTENSION | VETERINARY

This Site: UTIA Marketing and

## UTIA Marketing and Communications

HOME | STAFF | BRANDING RESOURCES | PROJECT REQUEST FORM

UT Institute of Agriculture | UTIA Marketing and Communications

# Real. Life. Solutions.™

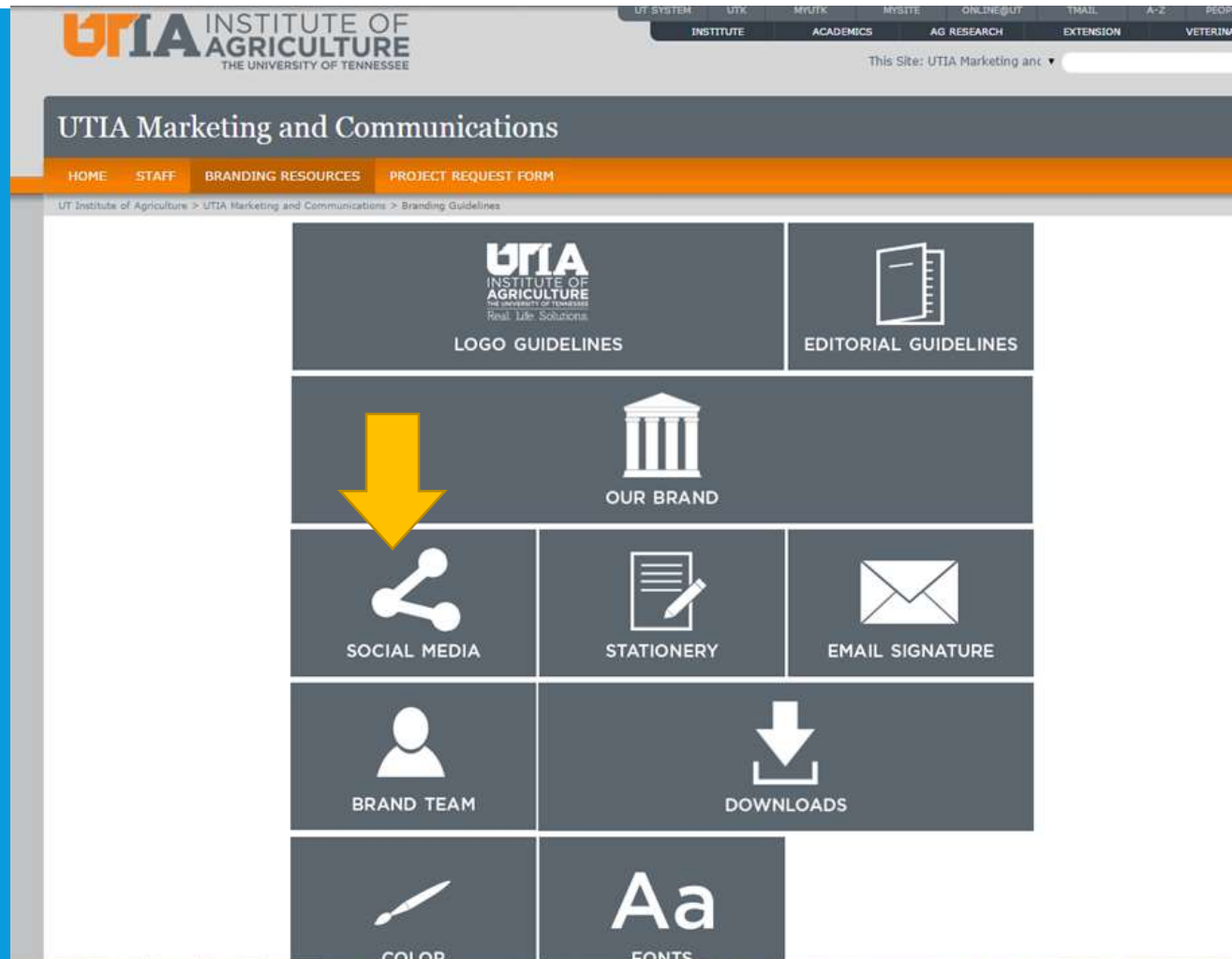
At the UT Institute of Agriculture, our students, specialists, and researchers are working every day to deliver on our brand promise: Real. Life. Solutions. Their efforts are making a positive difference in the health of humans, animals, and the environment. Whether it's in Tennessee or around the world, 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

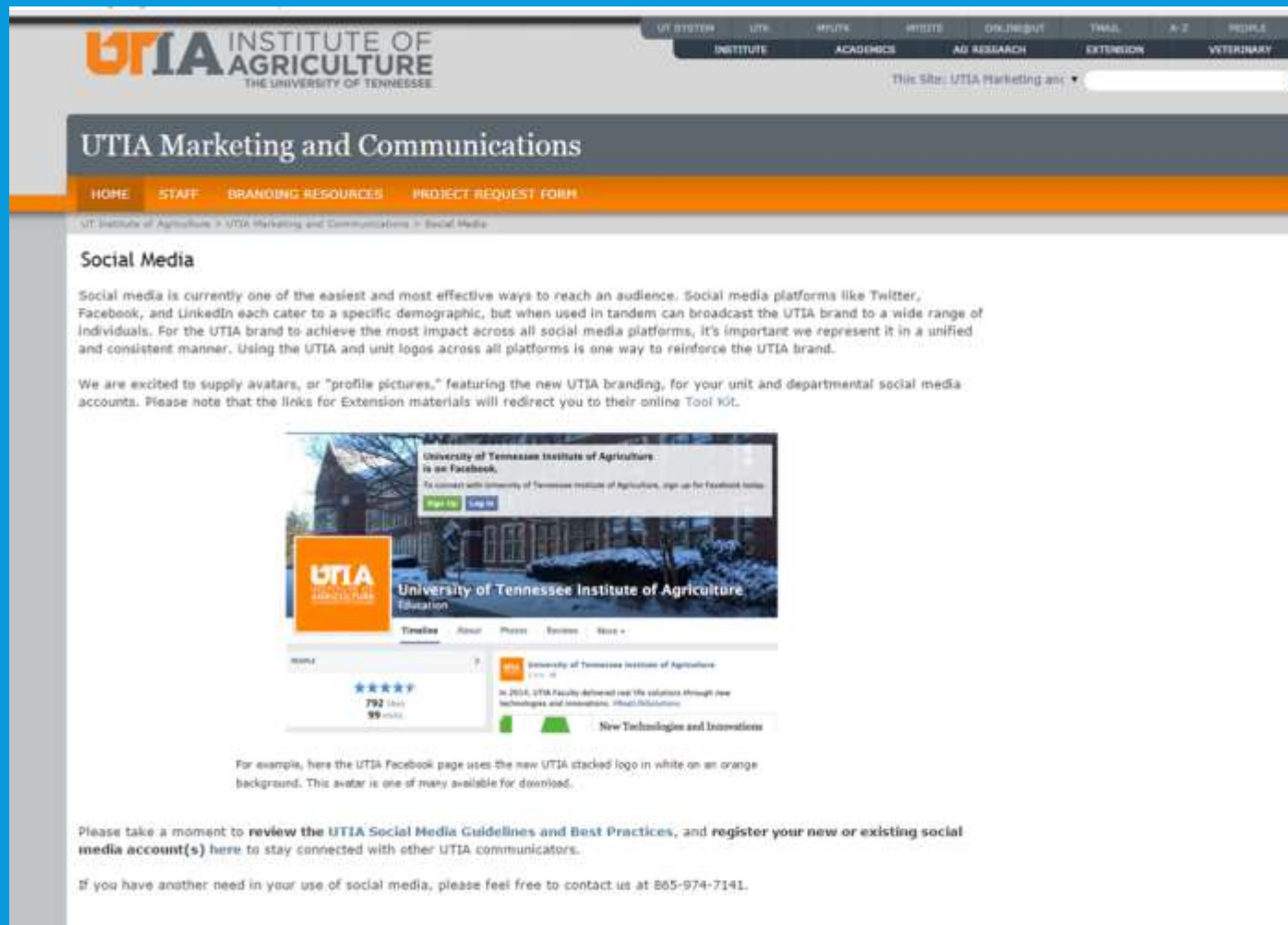
- Branding
- Strategic marketing planning
- Creative campaign development
- Social media
- Media relations
- Crisis communication
- Internal communication
- Graphic design
- Video production
- Photography
- Publications editing and production
- Website design consultation
- Displays and exhibits

**UTIA** CHUCK DENNEY  
UT INSTITUTE OF AGRICULTURE

# BRANDING RESOURCES – SEE SOCIAL MEDIA



# REGISTER ANY UT SOCIAL MEDIA ACCOUNTS WITH UTIA



The screenshot displays the UTIA Marketing and Communications website. At the top, the UTIA logo is visible alongside navigation links for various university departments. Below the header, the main navigation bar includes links to Home, Staff, Branding Resources, and a Project Request Form. The page is titled "Social Media" and contains text explaining the importance of a unified social media presence for the UTIA brand. It mentions that social media platforms like Twitter, Facebook, and LinkedIn can be used in tandem to reach a wide audience. The text also states that the UTIA brand will be represented in a unified manner across all platforms. A section titled "Social Media" provides information about the availability of avatars and profile pictures for units and departments. It notes that links for extension materials will redirect to an online Tool Kit. Below this text, there is a screenshot of the UTIA Facebook page, which features the new UTIA stacked logo in white on an orange background. The Facebook page shows a cover photo of a building, a profile picture of the UTIA logo, and a post about the university's commitment to innovation. The page also displays a star rating and a link to the UTIA Facebook page. The text below the screenshot states: "For example, here the UTIA Facebook page uses the new UTIA stacked logo in white on an orange background. This avatar is one of many available for download."

UTIA INSTITUTE OF AGRICULTURE  
THE UNIVERSITY OF TENNESSEE

UT SYSTEM | UTK | UTBPA | UTRETS | ON THE GO | TMAIL | A-Z | PEOPLE

INSTITUTE | ACADEMICS | AG RESEARCH | EXTENSION | VETERINARY

This Site: UTIA Marketing and Communications

## UTIA Marketing and Communications


HOME | STAFF | BRANDING RESOURCES | PROJECT REQUEST FORM

UT Institute of Agriculture > UTIA Marketing and Communications > Social Media

### Social Media

Social media is currently one of the easiest and most effective ways to reach an audience. Social media platforms like Twitter, Facebook, and LinkedIn each cater to a specific demographic, but when used in tandem can broadcast the UTIA brand to a wide range of individuals. For the UTIA brand to achieve the most impact across all social media platforms, it's important we represent it in a unified and consistent manner. Using the UTIA and unit logos across all platforms is one way to reinforce the UTIA brand.

We are excited to supply avatars, or "profile pictures," featuring the new UTIA branding, for your unit and departmental social media accounts. Please note that the links for Extension materials will redirect you to their online Tool Kit.



University of Tennessee Institute of Agriculture  
is on Facebook.  
To connect with University of Tennessee Institute of Agriculture, sign up for Facebook today.  
[Sign Up] [Log In]

UTIA  
Education

Timeline | About | Photos | Services | More +

★★★★★  
792 likes  
99 reviews

University of Tennessee Institute of Agriculture  
17K · 10

In 2014, UTIA Faculty delivered real life solutions through new technologies and innovations. #AgriSolutions

New Technologies and Innovations

For example, here the UTIA Facebook page uses the new UTIA stacked logo in white on an orange background. This avatar is one of many available for download.

Please take a moment to **review the UTIA Social Media Guidelines and Best Practices**, and **register your new or existing social media account(s)** here to stay connected with other UTIA communicators.

If you have another need in your use of social media, please feel free to contact us at 865-974-7141.

# 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

# 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?

# POPULAR SOCIAL MEDIA



- Facebook – educate and interact with clients



- Twitter – allows you to broadcast updates in 140 characters



- Pinterest – image centered platform



# FACEBOOK TIPS

- 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



The image is a screenshot of the UT Extension Facebook page. At the top, the search bar shows "UT Extension" and the user profile "Alan" is visible. The cover photo features a group of people in a field with the text "Real. Life. Solutions." in orange. The profile picture is a green square with the "UTEXTENSION INSTITUTE OF AGRICULTURE" logo. The page name "UT Extension Organization" is displayed, along with "Liked" and "Message" buttons. Below the cover photo, the navigation tabs include "Timeline", "About", "Photos", "Reviews", and "More". On the left sidebar, it shows "2,165 people like this" (including Justin Crowe and 23 others), "31 people have been here", "Open · 8:00AM - 5:00PM", "Get additional info", "Invite friends to like this Page", and a 4.7-star rating from 7 reviews. The main content area shows a "Status" section with a prompt to "Write something on this Page..." and a post from "UT Extension" dated November 6, 2015, from Powell, TN, with a link to a food safety article.

UT Extension

Real. Life. Solutions.

UTEXTENSION  
INSTITUTE OF AGRICULTURE

UT Extension  
Organization

Liked Message

Timeline About Photos Reviews More

2,165 people like this  
Justin Crowe and 23 other friends

31 people have been here

Open · 8:00AM - 5:00PM  
Get additional info

Invite friends to like this Page

4.7 stars · 7 reviews  
View Reviews

Status Photo / Video

Write something on this Page...

UT Extension  
November 6, 2015 · Powell, TN ·

<https://extension.tennessee.edu/.../WP-2015-11-TurkeyTime.aspx>  
Food safety tips from UT Extension about cooking the bird and all those Thanksgiving leftovers.



# 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

# TWITTER

The screenshot shows a web browser window displaying the Twitter profile of Amy Hastings Elizer (@AmyHElizer). The browser's address bar shows the URL <https://twitter.com/AmyHElizer>. The Twitter interface includes a navigation bar with links for Home, Notifications, Messages, and Discover, along with a search bar and a 'Tweet' button. The profile header features a large video of Amy and her profile picture. Below the profile picture, her name 'Amy Hastings Elizer' and handle '@AmyHElizer' are displayed, followed by a bio: 'Amy helps people improve their lives by teaching healthful food choices and personal financial management through University of Tennessee Extension.' Her website 'extension.tennessee.edu/madison/Pages/...' and join date 'Joined October 2011' are also shown. The statistics bar indicates 2,584 tweets, 307 following, 320 followers, and 28 favorites. The 'Following' button is highlighted. The main content area shows a tweet from Amy Hastings Elizer (@AmyHElizer) posted 3 hours ago, which reads: '#DYK Grapefruit got its name from how it grows on the tree, clustered like bunches of grapes? Learn more: [ow.ly/livmO](http://ow.ly/livmO)'. The tweet includes icons for retweeting, replying, favoriting, and deleting. To the right of the tweet, the 'Who to follow' section lists three accounts: Kimberly Gard (@GardKimb...), Shit Academics Say (@Aca...), and MSU Prairie Research (@m...), each with a 'Follow' button. The Windows taskbar at the bottom shows various application icons and the system clock indicating 2:46 PM on 2/6/2015.

https://twitter.com/AmyHElizer

Windham, Alan S - Outlook W... Amy Hastings Elizer (@Amy... Soil, Plant Pest Center

Home Notifications Messages # Discover Search Twitter

**Amy Hastings Elizer**  
@AmyHElizer  
Amy helps people improve their lives by teaching healthful food choices and personal financial management through University of Tennessee Extension.  
extension.tennessee.edu/madison/Pages/...  
Joined October 2011

TWEETS 2,584 FOLLOWING 307 FOLLOWERS 320 FAVORITES 28

Following

Tweets Tweets & replies Photos & videos

**Amy Hastings Elizer** @AmyHElizer · 3h  
#DYK Grapefruit got its name from how it grows on the tree, clustered like bunches of grapes? Learn more: [ow.ly/livmO](http://ow.ly/livmO)

**Who to follow** · Refresh · View all

- Kimberly Gard** @GardKimb...  
Followed by Joey Young and...  
Follow
- Shit Academics Say** @Aca...  
Followed by Veggie Patholo...  
Follow
- MSU Prairie Research** @m...  
Follow



2:46 PM 2/6/2015

# TWITTER

Facebook | Alan Windham (@UTPlantDoc) | HOME

Twitter, Inc. 8/24 | <https://twitter.com/UTPlantDoc>

Home Moments Notifications Messages Search Twitter Tweet



**Alan Windham**  
@UTPlantDoc

Plant Pathologist with UT Extension, MS State Univ & NC State alum; ornamental and turf pathology in the Mid-South. Opinions are my own.


Nashville, TN  
[facebook.com/SoilPlantPestC...](https://facebook.com/SoilPlantPestC...)

TWEETS 1,014 FOLLOWING 313 FOLLOWERS 649 LIKES 3,911 Edit profile

Tweets Tweets & replies Photos & videos

Alan Windham Retweeted

**Robin Osborne** @emeraldashborer · Jan 4  
January 2016 #EAB locations map. Three new finds in IN, MA, OH:



Who to follow · Refresh · View all

- American Rifleman** @NRA\_ Follow
- Middle Tennessee FB** @\_ Follow
- MT Basketball** @MT\_MBB

# 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.



8

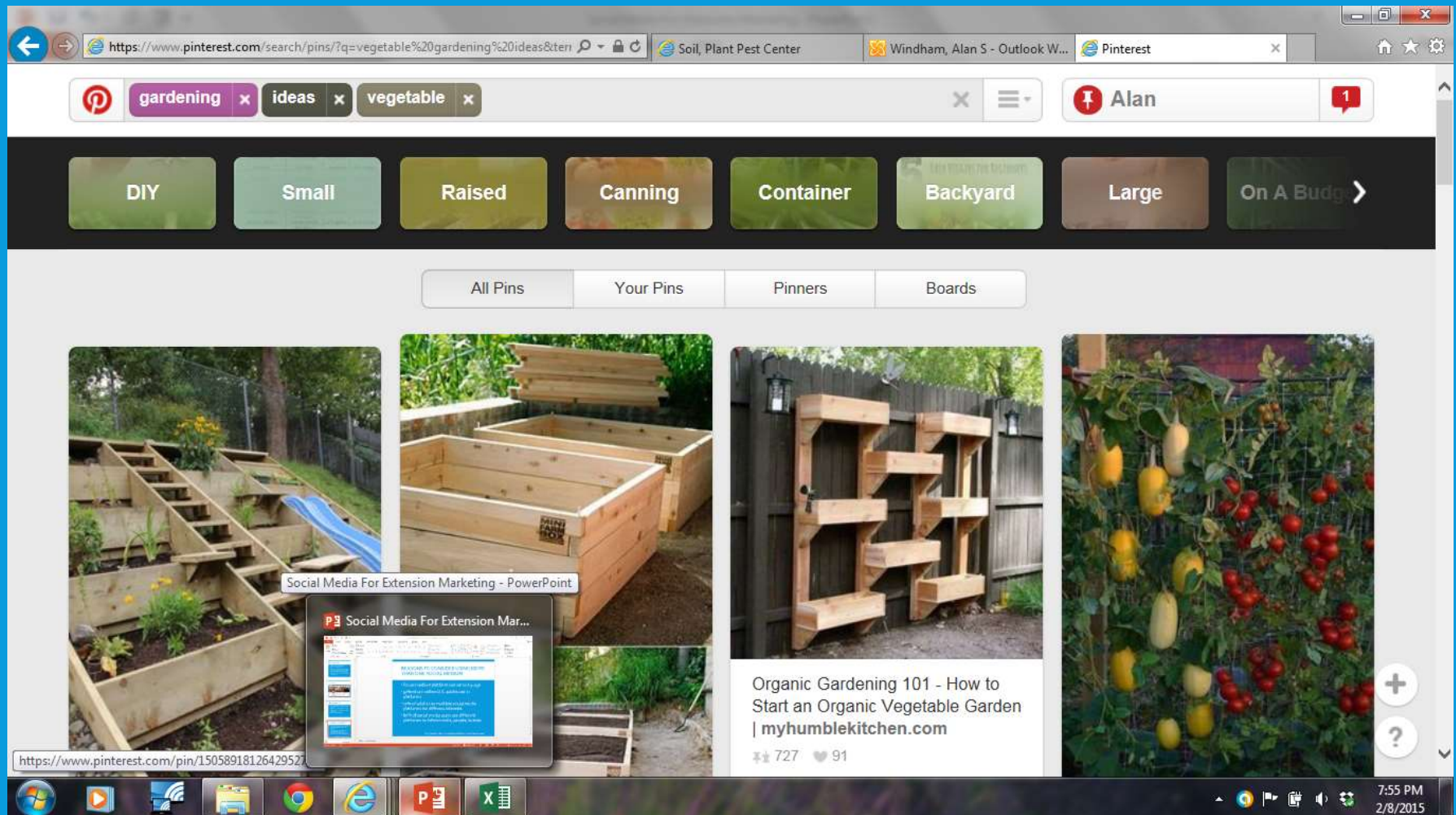
3



# 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



# ANOTHER TWEET



Alan Windham @UTPlantDoc · 20 Nov 2015

Needlecast diseases can give Colorado spruce the "Blues". Thinning canopy? Check for needlecast and spider mites.



11



4



# 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

# 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.

# SOIL PLANT PEST CENTER ON FACEBOOK



WE SHARE OUR  
EXPERTISE

# PEST ALERTS

Crape myrtle  
bark scale is  
new to  
Tennessee.



Soil, Plant Pest Center

Posted by Alan Windham [?] · March 20

Dr. Hale visited the epicenter of the crape myrtle bark scale outbreak in Germantown yesterday. This exotic, invasive insect was first found in TN in 2013. Let us know if you see this in your county. Thanks to Troy Allison, plant health care specialist with Jones Bros Tree and Landscape Co. for giving us a tour of the affected area.



Like · Comment · Share

21

































Mark Windham, Gary Windham and 14 others like this.



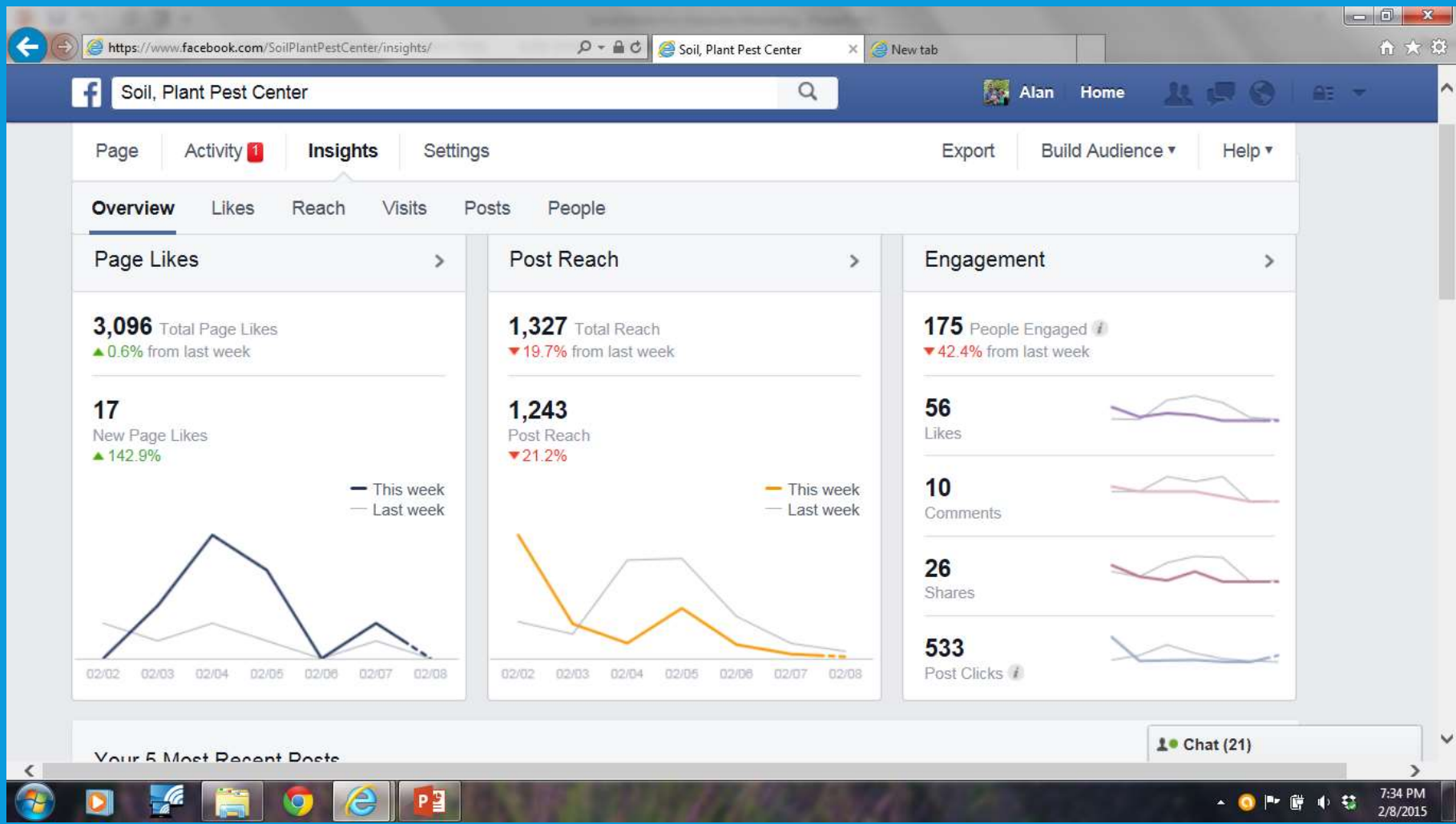
View 8 more comments

# FACEBOOK INSIGHTS (ANALYTICS)

Page	Activity	Insights	Settings	Export	Build Audie			
Overview	Likes	Reach	Visits	Posts	People			
09/10/2014 7:47 pm		Honey locust has its place in landscapes, just not mine. I'm not a fan, I realize they're tough and			481		141 14	
09/10/2014 4:31 pm		As summer annuals are coming to an end in our flower gardens, we see some common diseases			645		109 17	
09/10/2014 3:48 pm		University of Tennessee Turf and Ornamental Field Day 2014 - Event Overview - Turf Republic			124		7 6	
09/10/2014 3:46 pm		Follow the excitement of the UT Turf and Ornamental Field Day tomorrow on Facebook or			149		3 4	
09/10/2014 3:43 pm		The calm before the storm at the UT Plant Science Farm in Knox County where the UT Turf and			208		36 8	
09/10/2014 2:07 pm		Question on anthracnose on maple today. Bruce mentioned that he was seeing this in our lab this			286		7 20	
See More								

Facebook analytics allows you to review posts that connect with your audience and those that don't.

# INSIGHTS (ANALYTICS)



# EXPORT DATA VIA EXCEL- DATA SUITABLE FOR SUPER

Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

A1 : X ✓ fx Date

	A	B	C	D	E	F	G
1	Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes	Daily Page Engaged Users	Weekly Page Engaged User	28 Days Page Er
2		Lifetime: The total number of	Daily: The number of new pec	Daily: The number of Unlikes c	Daily: The number of people v	Weekly: The number of people	28 Days: The num
3	1/12/15	2978	5	0	26	322	
4	1/13/15	2984	7	1	28	134	
5	1/14/15	2992	9	1	22	145	
6	1/15/15	2998	7	0	107	224	
7	1/16/15	3001	4	1	87	254	
8	1/17/15	3043	43	1	295	536	
9	1/18/15	3059	18	0	114	645	
10	1/19/15	3061	4	1	30	650	
11	1/20/15	3065	5	1	107	700	
12	1/21/15	3066	1	0	148	798	
13	1/22/15	3066	1	0	46	752	
14	1/23/15	3070	4	0	43	734	
15	1/24/15	3072	2	0	50	494	
16	1/25/15	3074	2	0	8	398	
17	1/26/15	3075	2	0	25	386	
18	1/27/15	3076	1	0	18	304	
19	1/28/15	3077	2	1	128	280	
20	1/29/15	3078	1	0	104	327	
21	1/30/15	3078	0	0	56	332	
22	1/31/15	3079	1	0	15	306	
23	2/1/15	3079	0	0	4	304	
24	2/2/15	3080	0	0	101	357	
25	2/3/15	3083	3	0	26	370	
26	2/4/15	3089	7	1	24	292	

Key metrics Daily Like Sources Daily Total frequency distr... Weekly Total frequency distr... 100%

READY


7:40 PM 2/8/2015

# 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

**Soil, Plant Pest Center**  
November 24, 2014 · Edited ·

This eroded berm gives you an idea of the depth and distribution of the root system of a red maple. It may dispel the generalized concept that some have of a tree's root system. AW




**12,604** People Reached

**824** Likes, Comments & Shares

<b>552</b> Likes	<b>67</b> On Post	<b>485</b> On Shares
<b>78</b> Comments	<b>13</b> On Post	<b>65</b> On Shares
<b>194</b> Shares	<b>177</b> On Post	<b>17</b> On Shares

**769** Post Clicks

<b>463</b> Photo Views	<b>1</b> Link Clicks	<b>305</b> Other Clicks 
---------------------------	-------------------------	--

**NEGATIVE FEEDBACK**

<b>13</b> Hide Post	<b>4</b> Hide All Posts
<b>0</b> Report as Spam	<b>3</b> Unlike Page

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.



Impatiens Downy Mildew Soil, Plant Pest Center



Alan Windham ▸ Master Gardeners of Rutherford County, TN

June 22, 2012 · Murfreesboro, TN · 🌐

Downy mildew on impatiens is making the rounds. I found it on mine last night. If you aren't sure what to look for see the posts from this week on DM on the Soil, Plant Pest Center facebook page. Plants with severe symptoms will shed leaves and lack flowers. My plants look healthy, yet they are infected.



Soil, Plant Pest Center

Extension Soil, Plant Pest Center

✓ Liked ▼

Like · Comment · Share



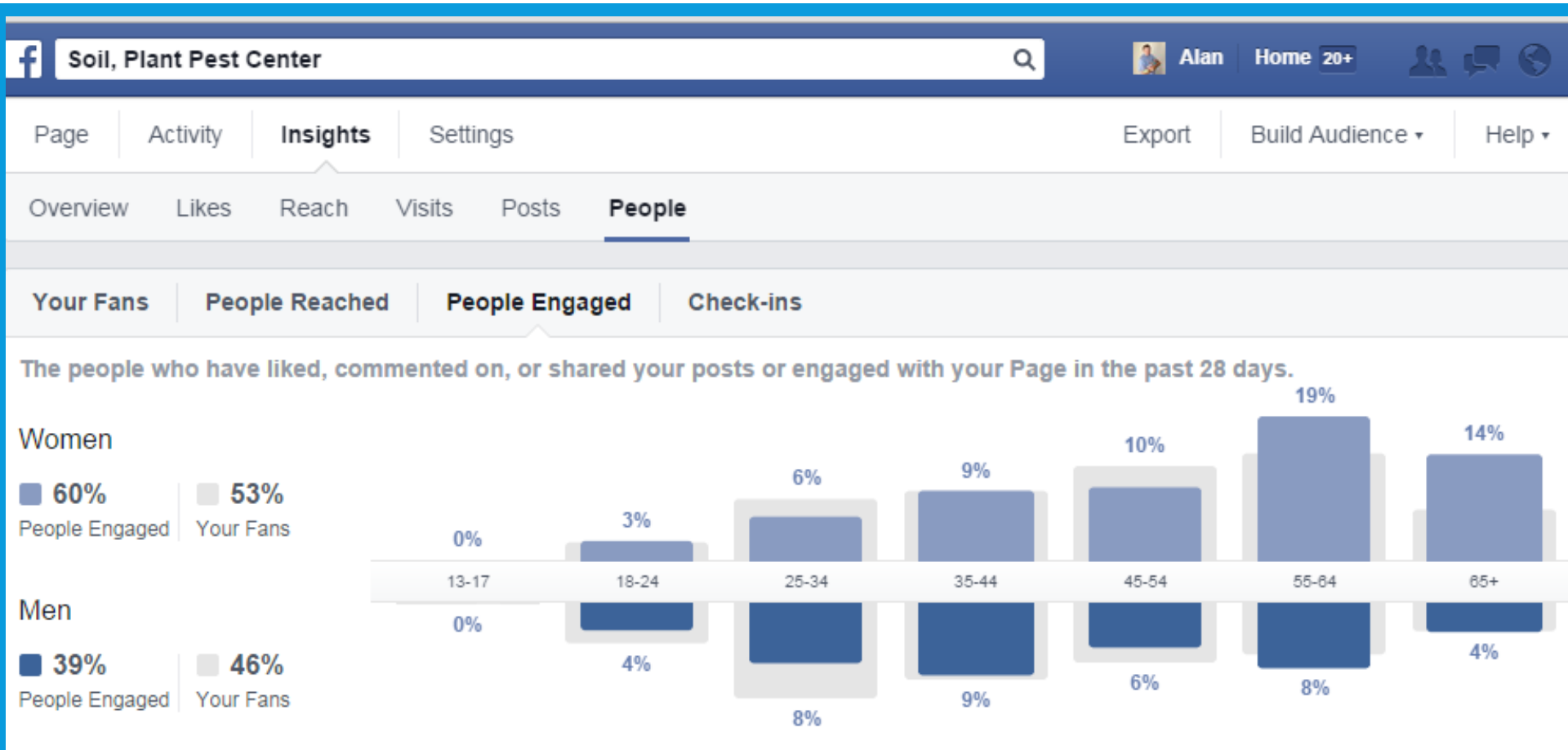
Entomology and Plant Pathology - University of Tennessee ▾

shared Soil, Plant Pest Center's post.

December 19, 2014 at 10:56am · 🌐



# ENGAGED USERS



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

# FACEBOOK AUDIENCE

Year	Likes	Engaged	Reach
2012	1024	22,902	127,393
2013	2160	38,580	238,079
2014	2786	36,944	256,090
2015	3785	35,016	356,613

# 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 – PHOTOGRAPY APP FOR IPHONE, IPAD







SOIL, PLANT & PEST CENTER  
**UT EXTENSION**  
INSTITUTE OF AGRICULTURE  
THE UNIVERSITY OF TENNESSEE

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.