BACKGROUND

Why Social Media?
• Quick and low cost
• Powerful and fast-growing
• Facilitates community building

Social Media and The Learning Child
• Target audience
• Technology 2020
• Grow audience and engagement
• Share resources and information

STUDY OBJECTIVE

• Develop an innovative social media playbook and research-based best practices execution guide for TLC Extension Educators
• Conduct one-on-one training for TLC Extension professionals
• Receive feedback to revise the developed documents

METHODS

PHASE 1: DEVELOPMENT

Playbook
• Identify programs focused on educating the target audience about the healthful development of young children
• Identify target audience and social media demographics through research
• Identify a strategy, brand voice and tone to align with TLC’s mission and vision

Best Practices Execution Guide
• Conduct literature summary for social media best practices
• Consolidate expert guidance

PHASE 2: FEEDBACK

Multidisciplinary Team of Experts
• Social media specialist
• Extension specialist
• Extension educators
• Technology 2020 Team

PHASE 3: PROFESSIONAL DEVELOPMENT

• One day social media hands-on training
• Receive feedback

RESULTS

» Facilitate engagement
» Host contest and giveaways
» Use images to illustrate point
» Think about the length of message
» Write posts using empirical language
» Include a call-to-action

» Facilitate community
» Use images to stand out and increase engagement
» Use hashtags for added discovery
» Remember the limit for message lengths
» Call to-actions to achieve goals

» Quality over quantity and sort your boards
» Take full advantage of pin descriptions
» Images make or break a pin
» Don’t send your audience on a wild goose chase
» Make sure you can read the whole board title and give your boards strong descriptions

IMPLICATIONS

Practice and Programming
• Reach targeted audience
• Effective to create community and engagement
• Using best practices is key to increasing impact of social media

Policy
• Encourage Extension professionals to follow best practices on social media
• Measure social media impact on:
  • Knowledge change
  • Behavior change
  • Engagement

Research
• Determine impact of social media in Nebraska Extension
• Identify the best practices that are critical for the specific audience and reach
• Determine impact of using social media as part of interventions

CONCLUSION

• Using best practices is key to effective social media efforts
• The developed guide can be used as an example for Extension professionals
• Knowing your audience and evaluating impact on knowledge and behavior change can help develop targeted programming

ACKNOWLEDGEMENTS

Ucare, NE Extension Innovation Grant, Dipti Dev, Tyler Thomas, Tonia Durden, Lindsay Chichester, Gail Brand, Alice Henneman, Lisa Poppe, LaDonna Werth, Jaclynn Foged, Katie Fink, Lindsay Chichester, Deb Weitzenkamp

For references contact author.