SOCIAL MEDIA TIPS & TRICKS: FACEBOOK, TWITTER, AND INSTAGRAM...OH MY!

Kelly Gagnon
Illinois AgrAbility & GRIT HQ

AgrAbility Webinar Series
Tuesday, June 19, 3:00 p.m. ET

Basic Webinar Instructions

- Audio available through computer or phone.
- Check sound via Communicate menu at top left
- Closed captions: use arrow to expand or contact the Media Viewer window. You may have to enter some log-in information.
- Expand/contract any of the windows in the right-hand column with the arrows. May need to do this to see video of presenter.
- Expand/contract the size of the right-hand column.

Basic Webinar Instructions

Questions and comments

- Click Chat icon at top right of screen (it should turn blue). Enter message in box, choose who to send it to, and click send. You may enter questions about the presentation at any time. Please send to "All Panelists".

- In addition, during the Q & A period, if you have a web microphone, click the "Raise Hand" icon to indicate that you have a question. We will enable your microphone or phone connection.

Basic Webinar Instructions

- Please let me know if more than one person is viewing at your computer
- 4 quick survey questions + opportunity to share comments
- Session recorded and archived with PowerPoint files at www.agrability.org/Online-Training
- Problems: use chat window or email jonesp@purdue.edu

AgrAbility: USDA-sponsored program that assists farmers, ranchers, and other agricultural workers with disabilities.

- Partners land-grant universities with disability services organizations. Currently 20 state projects
- National AgrAbility Project: Led by Purdue's Breaking New Ground Resource Center. Partners include:
  - Goodwill of the Finger Lakes
  - APRIL (Association of Programs for Rural Independent Living)
  - Colorado State University
  - Washington State University
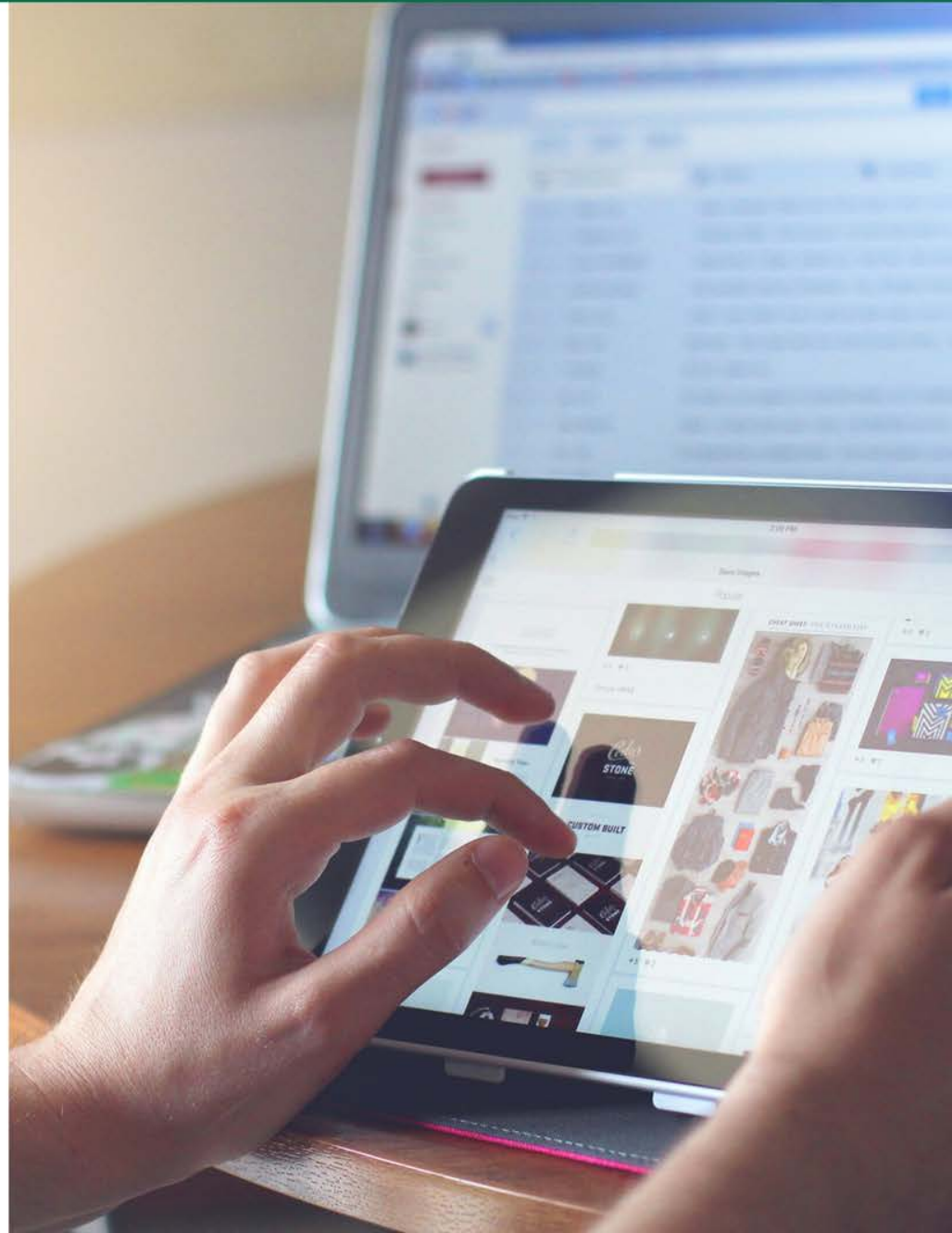- More information available at www.agrability.org
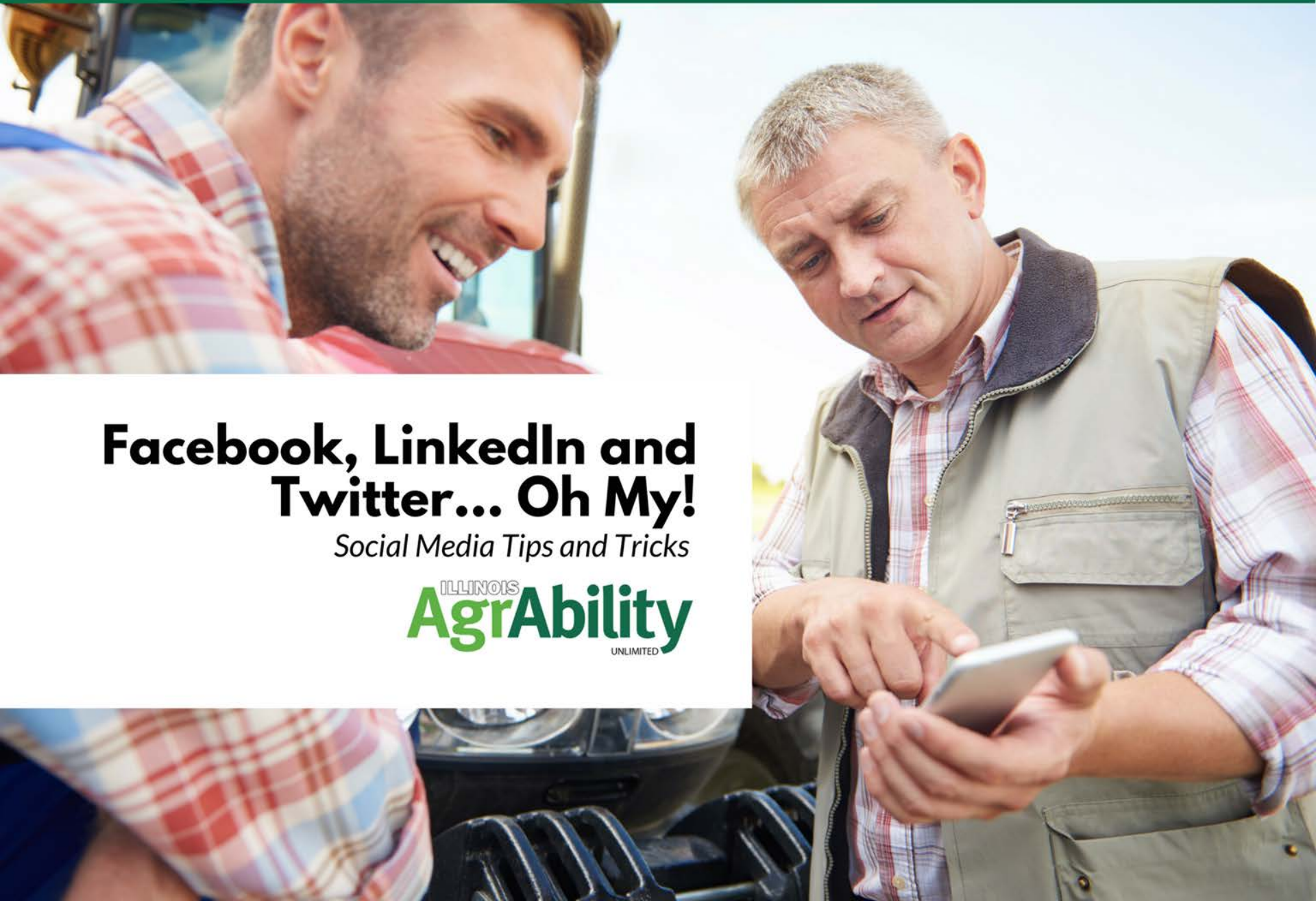
Objectives

- A plan for what social media platforms to use
- A better understanding of who and what your audience should be
- Knowledge of effective messaging
- Ideas for content development and curation
- Knowledge of tools to do social media more efficiently
- Bonus video content ideas

WHY?
WHAT?
HOW?

WHY?

WHY is Social Media necessary?

- Inform potential clients, donors and collaborators

- Control your own narrative and messaging

- Spend less money to raise awareness

- Learn information about opportunities

- Project strength by showing up

WHAT SHOULD YOU TAKE INTO CONSIDERATION WHEN DECIDING WHAT SOCIAL MEDIA PLATFORMS SHOULD I USE?

- Audience

- Region

- Primary goal

- ROI

ILLINOIS AgrAbility
UNLIMITED

DO ONE THING WELL!

Or two... We'll be focusing on Facebook and Twitter.

WHAT?

WHAT CONTENT SHOULD I SHARE?

- Timely
- Relevant
- Thought-provoking
- Media
- Stories
- Partnership information

What's currently happening in your industry?

PARTNERSHIP CONTENT

AgrAbility Illinois
Published by SmarterQueue [?] · June 12 at 4:30pm · 🌐

• • •

"After the crop is planted in the spring, some farmers, especially those with on-farm storage, start to make space for the next year's crop." Illinois Farm Bureau http://bit.ly/2LJ2gJg

AgrAbility Illinois
Published by SmarterQueue [?] · May 16 · 🌐

With AgrAbility Illinois's assistance obtaining a commercial dust-filtering helmet, the 15-year-old boy is now able to help do chores on the farm and take care of his Illinois 4-H calf. He has new freedom to help his family on the farm. #independence #agrability http://bit.ly/2GQ03Z8

With AgrAbility's help, the boy was able to do chores around the farm, take care of his 4-H calf and work in the hay field. The device freed him to be active outdoors without fear of physical repercussions.

ILLINOIS AgrAbility UNLIMITED

0589

AgrAbility Illinois

Published by SmarterQueue [?] · April 28 · 🌐

···

"AgrAbility Illinois helped me get a ramp for the scooter and the golf cart. The client service representative helped make the (sheep) gates easier to open for me and Scott," Donna said. http://agrabilityunlimited.org/ …/25_Year_Summary-AgrAbility…

Content Marketing

It's not about what you want to say. It's about sharing what your TARGET AUDIENCE wants to hear.

OTHER "WHAT" TIPS

- Be consistent.

- Use video.

- Use live video.

- Repurpose content.

- Don't get in the "like" game.

HOW?

BE BRANDED

BE PROACTIVE

BE CONSISTENT

BE BRANDED

- logo

- language

- font

- color scheme

- Canva.com

CANVA IS FREE, EASY-TO-USE, AND COMES WITH STOCK PHOTOS AND READY-MADE TEMPLATES!

BE PROACTIVE

- Use a scheduler. I recommend Smarterqueue.
- Put 15 minutes on your calendar 2 times per week to do engagement.
- Batch your work.

213 Queue   **0** Drafts   **14** Trash   **0** Failed   **0** Unqueued   **0** Hidden   ▢ Past Posts

CURRENT FILTERS   [SAVE]

🐦 AgrAbilityIL   ✕

FILTER BY PROFILE

66 📘 AgrAbility Illinois

25 💼 Grit HQ

4 💼 Kelly M. Gagnon

90 🐦 AgrAbilityIL   ⟩

28 🐦 findyourgrit

FILTER BY CATEGORY

22 Announcements

0 Expert Content

33 Inspiration

0 Own Blog Posts

0 Partner shoutouts

5 Questions

Sunday 17th Jun 2018

6:15 pm   ♻ Cycle #3   ✏ 👁 •••

AgrAbility 🐦 The #AgrAbility project will get you #farming again. Give us a call and let's see how we can help. http://bit.ly/2wLfIZA

We will it hap togeth

Self Promotion

Monday 18th Jun 2018

9:00 am   ♻ Cycle #4   ✏ 👁 •••

AgrAbility 🐦 Ed Bell learned the art of adapting after suffering from a spinal cord injury and losing his family's home to a fire in order to…

Inspiration

2:45 pm   ♻ Cycle #4   ✏ 👁 •••

AgrAbility 🐦 What does #AgrAbility mean to you? Whether you worked with us at @AgrAbilityIL or the @NatlAgrAbility project, share ho…
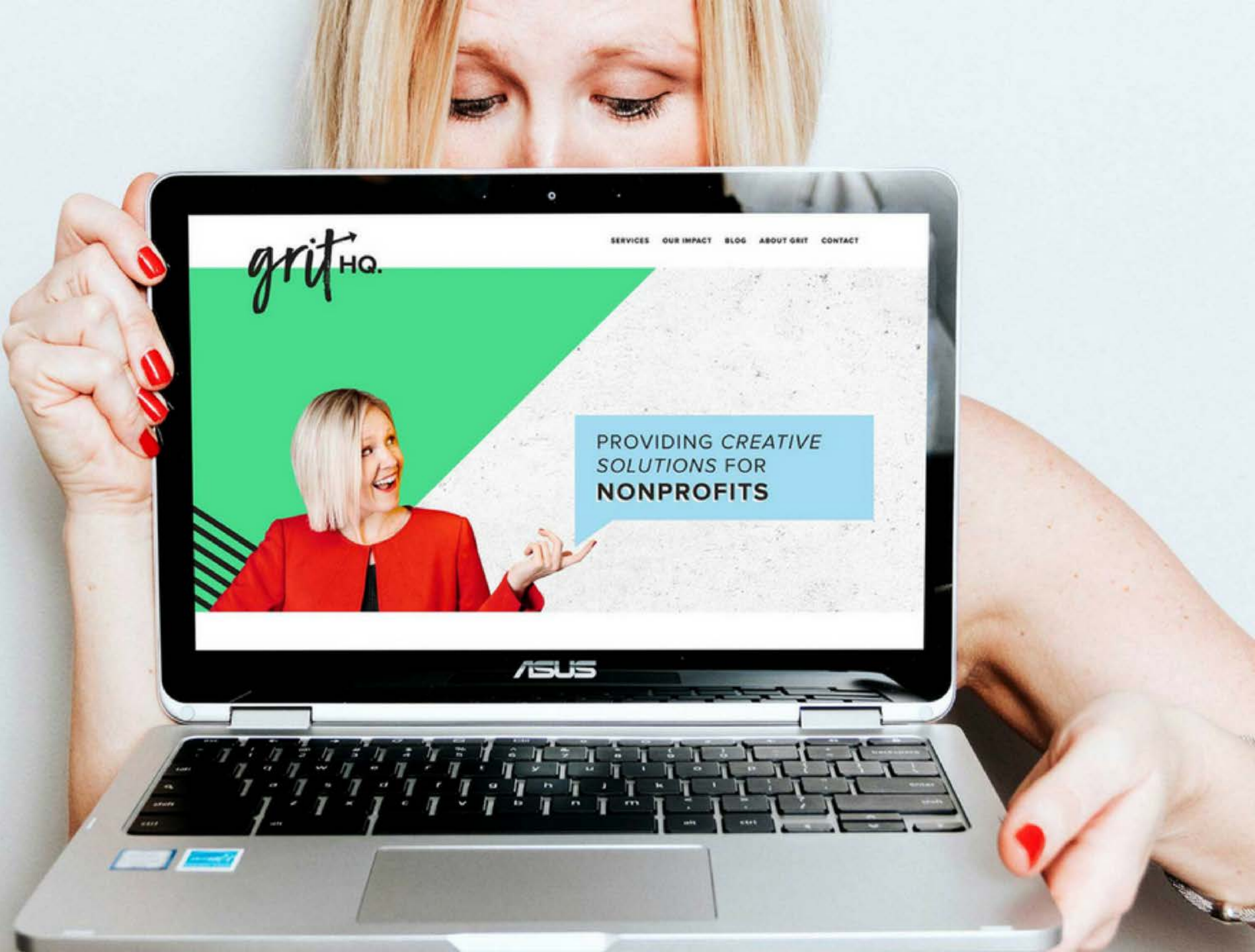
Questions

Schedule Ti

81

EVERGREEN POSTS

You have 14 posts in the

**SMARTERQUEUE FREE TRIAL IS 14 DAYS.
GRIT HQ CAN SEND A 30 DAY FREE TRIAL.**

WHY?
WHAT?
HOW?