

# Social media: Getting the best bang for your buck

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LINDSAY CHICHESTER

EXTENSION EDUCATOR – CARSON CITY





# Agenda

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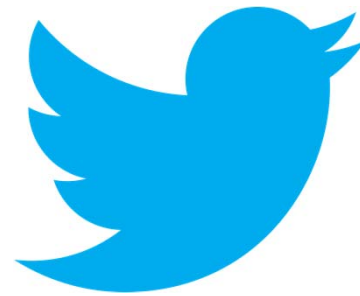
## Facebook:

- Use your analytics (insights) to your advantage
- Boosting a post
- Create an event
- Scheduling content

## Instagram

## Twitter

## Etiquette and criticism





# Does your company have a social media policy?

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## Photo release forms?



# Questions to ask yourself...

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What is your goal?

Who is your audience?

What do you want to share?

What do you have time for?

Who will be on the social media team?

Is there a budget?





# facebook fun facts

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2.13 billion users

**79% of all internet users are on Facebook, Instagram is second at 32%**

50 million businesses use Facebook pages

**Ages 25-34 make up 30% of users**

- 83% of users are under the age of 45

More use by women

**Engagement is higher on Thursday and Friday**

Users access Facebook an average of 8 times/day; average visit is 20 minutes

**Videos have the highest engagement rate (without sound)**

Sources: <https://zephoria.com/top-15-valuable-facebook-statistics/>; <https://www.wordstream.com/blog/ws/2017/11/07/facebook-statistics>







# facebook page differences

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## PERSONAL PROFILE

Just for you

Have “friends” – can be selective

## PAGE

Great for:

- Agencies
- Clubs
- Organizations
- Boards/Councils

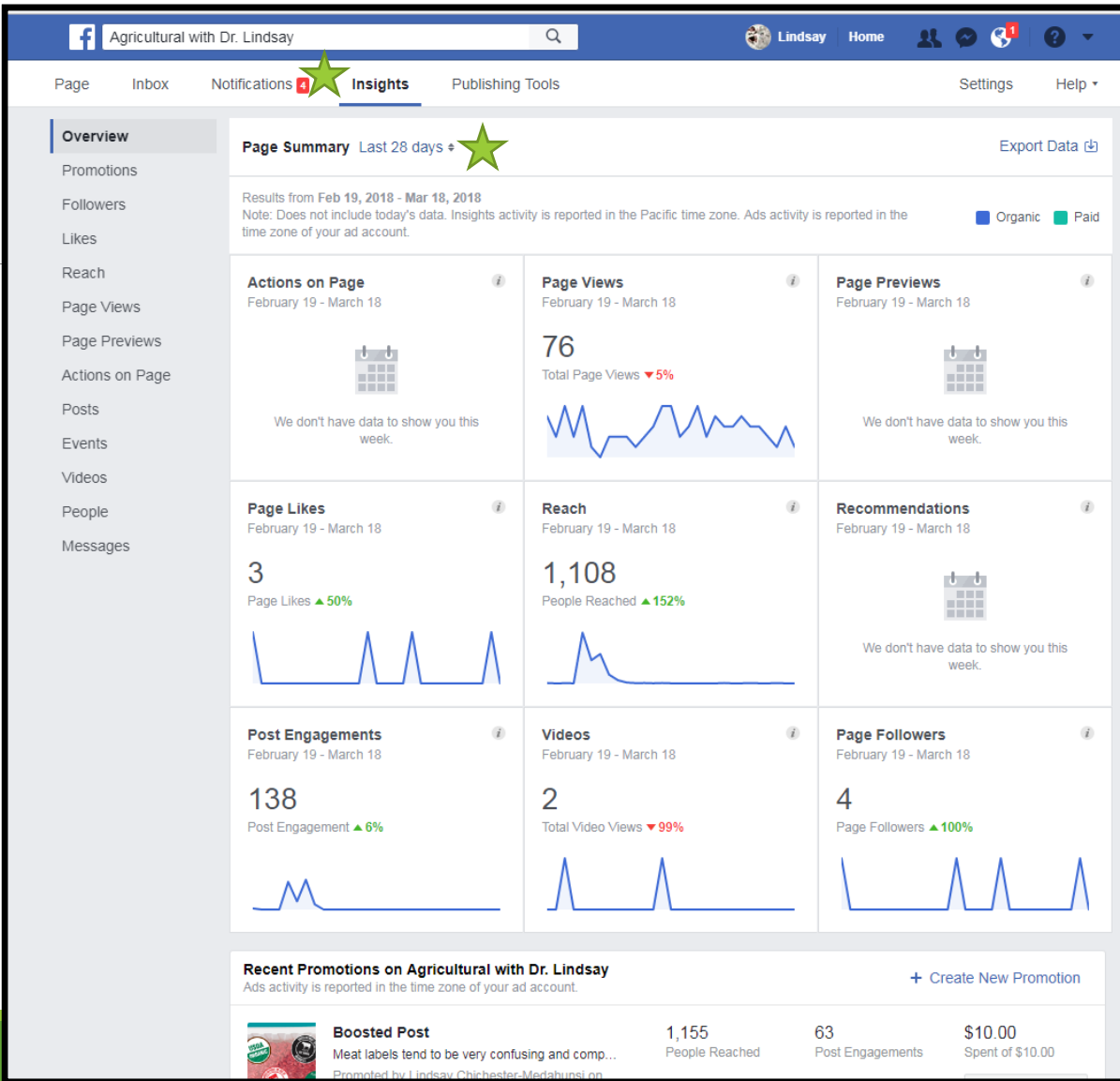
Have “likes” – can’t be selective

Build it off of someone’s personal profile

Assign Administrators to the account



# Analytics/Insights







Lindsay

Home



Page

Inbox

Notifications 4

**Insights**

Publishing Tools

Settings

Help ▾

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page



**Posts**

Events

Videos

People

Messages



**When Your Fans Are Online**

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

661

658

649

647

658

661

659

Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES

500

400

300

200

100

0

3:00am

6:00am

9:00am

3:00pm

6:00pm

9:00pm

387  
7:00pm



Facebook Insights interface showing a list of published posts with columns for Date, Post, Type, Targeting, Reach, Engagement, and Promote. A green star highlights the 'Posts' section in the left sidebar.

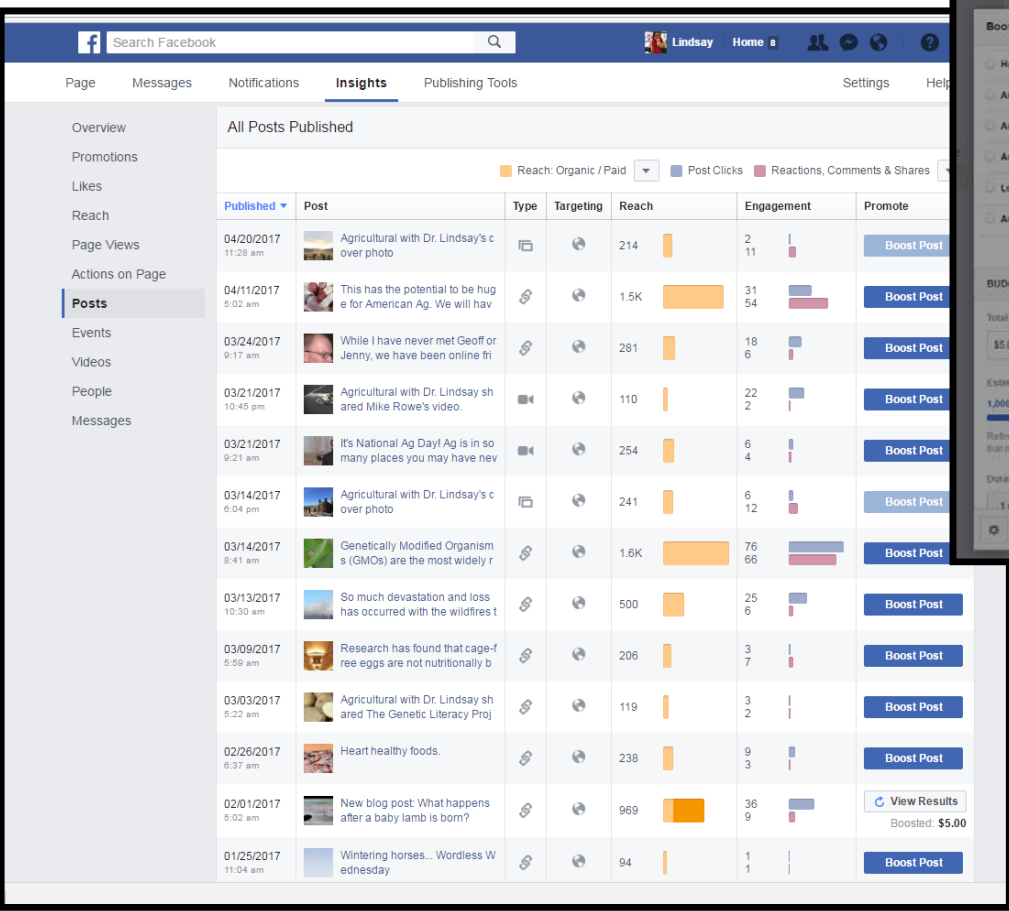
Published	Post	Type	Targeting	Reach	Engagement	Promote
03/19/2018 11:43 am	You may be thrilled to see that a gallon of milk is super cheap right	Image	Global	0	0 0	<a href="#">Boost Post</a>
02/22/2018 6:04 am	New meta-analysis looking at benefits of GMO corn vs non-GMO or	Image	Global	1.1K	98 37	<a href="#">Boost Post</a>
02/15/2018 9:25 am	Fun fact and research alert... One of the biggest challenges the beef	Image	Global	185	6 4	<a href="#">Boost Post</a>
02/14/2018 6:22 am	Happy Valentine's Day... Ag style.	Image	Global	206	12 12	<a href="#">Boost Post</a>
02/12/2018 4:14 am	"I appreciate the fact that I can eat good food and that I have an ab	Image	Global	258	27 11	<a href="#">Boost Post</a>
02/07/2018 8:30 am	Interesting little read. In my humble opinion the peel is not significa	Image	Global	199	6 1	<a href="#">Boost Post</a>
02/03/2018 6:49 am	Will you be contributing to the 1.35 billion plus chicken wings we wi	Image	Global	145	2 2	<a href="#">Boost Post</a>
01/30/2018 7:23 am	A little something fun for your Tuesday morning.	Image	Global	201	23 8	<a href="#">Boost Post</a>
01/20/2018 7:38 am	Remember the Beef, It's What's For Dinner campaigns? They still e	Image	Global	355	38 12	<a href="#">Boost Post</a>
01/04/2018 2:36 pm	Remember the Beef, It's What's For Dinner campaigns? They still e	Image	Global	170	5 5	<a href="#">Boost Post</a>
01/02/2018 2:34 pm	Is knowing more about agriculture one of your resolutions in 201	Image	Global	260	20 2	<a href="#">Boost Post</a>
01/01/2018 7:24 am	Remember the Beef, It's What's For Dinner campaigns? They still e	Image	Global	188	7 10	<a href="#">Boost Post</a>

See More

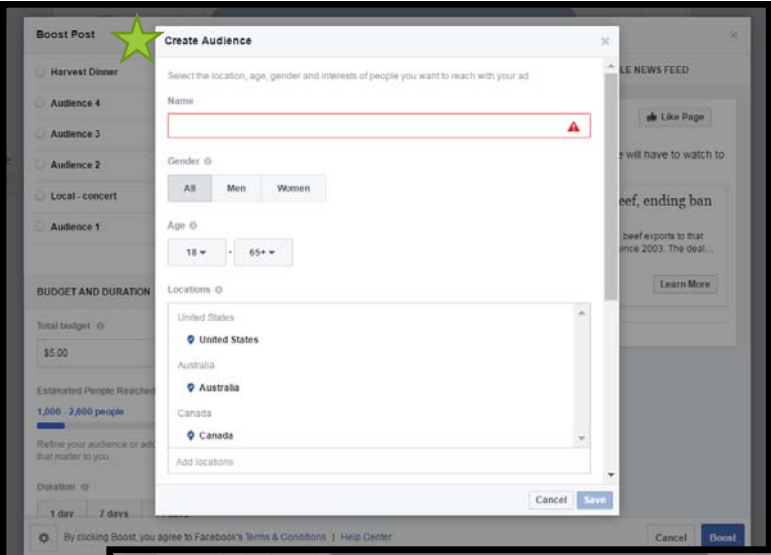
- Great for measuring impact of a certain project or campaign







Published	Post	Type	Targeting	Reach	Engagement	Promote
04/20/2017 11:29 am	Agricultural with Dr. Lindsay's c over photo			214	2 11	Boost Post
04/11/2017 5:02 am	This has the potential to be huge for American Ag. We will hav			1.5K	31 54	Boost Post
03/24/2017 9:17 am	While I have never met Geoff or Jenny, we have been online fri			281	18 6	Boost Post
03/21/2017 10:45 pm	Agricultural with Dr. Lindsay sh ared Mike Rowe's video.			110	22 2	Boost Post
03/21/2017 9:21 am	It's National Ag Day! Ag is in so many places you may have nev			254	6 4	Boost Post
03/14/2017 6:04 pm	Agricultural with Dr. Lindsay's c over photo			241	6 12	Boost Post
03/14/2017 8:41 am	Genetically Modified Organism s (GMOs) are the most widely r			1.6K	76 66	Boost Post
03/13/2017 10:30 am	So much devastation and loss has occurred with the wildfires t			500	25 6	Boost Post
03/09/2017 5:59 am	Research has found that cage-f ree eggs are not nutritionally b			206	3 7	Boost Post
03/03/2017 5:22 am	Agricultural with Dr. Lindsay sh ared The Genetic Literacy Proj			119	3 2	Boost Post
02/26/2017 9:37 am	Heart healthy foods.			238	9 3	Boost Post
02/01/2017 5:02 am	New blog post: What happens after a baby lamb is born?			969	36 9	View Results Boosted: \$5.00
01/25/2017 11:04 am	Wintering horses... Wordless W ednesday			94	1 1	Boost Post



**Create Audience**

Select the location, age, gender and interests of people you want to reach with your ad

Name

Gender ☐ All ☐ Men ☐ Women

Age  18 -  65+

Locations  United States

United States

Australia

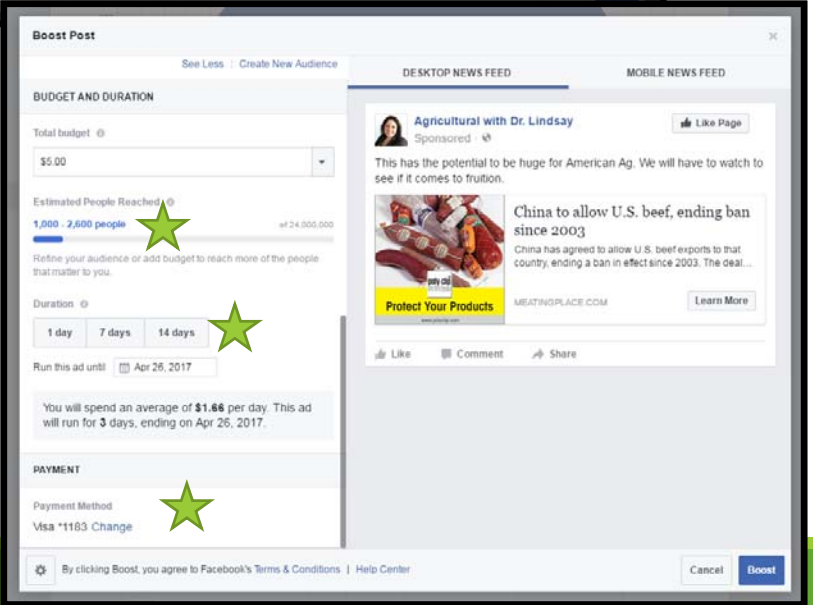
Australia

Canada

Canada

Add locations

Cancel Save



**Boost Post**

See Less Create New Audience

**BUDGET AND DURATION**

Total budget  \$5.00

Estimated People Reached  1,000 - 2,600 people

Refine your audience or add budget to reach more of the people that matter to you.

Duration  1 day 7 days 14 days

Run this ad until  Apr 26, 2017

You will spend an average of \$1.66 per day. This ad will run for 3 days, ending on Apr 26, 2017.

**PAYMENT**

Payment Method  Visa \*1163 Change

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost

# Boosting a post





**Boost Post**

OVERVIEW EDIT PROMOTION

You are targeting **men and women, ages 18 - 65+** who live in **3 locations**.  
[Show full summary](#)

This promotion will run for **3 days**.

Your total budget for this promotion is **\$5.00**.

**719** People Reached (?) **31** Engagements (?) **\$5.00** Total Spend (?)

Actions | People | Countries

Link Clicks **31**

Share **1**

Add Budget

**Add Budget**

Adding \$4.00 to your budget will increase your reach to an estimated 2200 - 5700 people. Your new total budget will be \$9.00

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

See More

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

**Agricultural with Dr. Lindsay** [Like Page](#)

Sponsored

New blog post: What happens after a baby lamb is born?

**What happens after a baby lamb is born?**

What happens after a baby lamb is born...

Lambing (when the ewes (aka mamas) are having their babies) is always a fun and exciting season, albeit exhausting too. My parents are involved in the day-to-day tasks as the sheep ranchers, I get ...

[AGRICULTURALWITHDR.LINDSAY.COM](#)

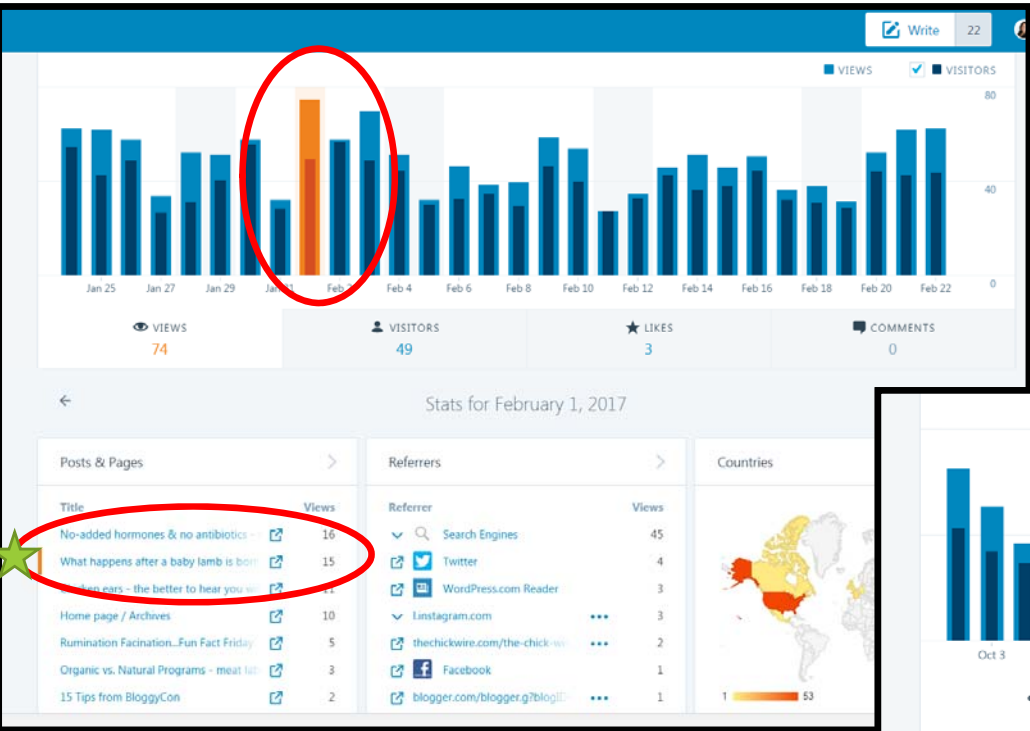
7 Likes

[Like](#) [Comment](#) [Share](#)

[Boost Another Post](#) [Close](#)

So what?





Always drive traffic  
back to your website...



# Creating an event

The screenshot shows the Facebook page for 'The Greenhouse Project'. The page header includes the name 'The Greenhouse Project' and navigation links like 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The profile picture is a logo with a house and the text 'The Greenhouse Project'. The cover photo is a vibrant, colorful poster for a concert titled 'Concert Under the Stars: AN EVENING TO BENEFIT THE GREENHOUSE PROJECT'. The poster features the text 'FEATURING JEFFERSON STARSHIP' and 'SPECIAL GUESTS MIDNIGHT NORTH'. Below the cover photo, there are buttons for 'Liked', 'Following', 'Share', and 'Donate'. The main content area shows a post with a 'Write something...' prompt and a grid of icons for various actions: 'Share a photo or video', 'Advertise your business', 'Start a live video', 'Get phone calls', 'Get messages', 'Publish a job post', 'Help people find your business', and 'Create an event'. On the right side, there is a section for 'Garden Center in Carson City, Nevada' with a 5.0 star rating and a 'Our Story' section with text about the Carson City School District's involvement.

The Greenhouse Project  
@CCGreenhouseProject

Home

About

Events

Photos

Videos

Community

Groups

Reviews

Jobs

Posts

Promote

Manage Promotions

Concert Under the Stars  
AN EVENING TO BENEFIT THE GREENHOUSE PROJECT  
FEATURING JEFFERSON STARSHIP  
SPECIAL GUESTS MIDNIGHT NORTH  
FOOD TRUCKS BY LOCAL FAVORITES, CASH BARS

Liked Following Share ...

Donate

Write something...

Share a photo or video

Advertise your business

Start a live video

Get phone calls

Get messages

Publish a job post

Help people find your business

Create an event

Garden Center in Carson City, Nevada  
5.0 ★★★★★

Our Story

The Carson City School District has provided the land on which the Greenhouse Project will be built....

+ Finish your story to tell people more about your business





The Greenhouse Project

Lindsay Home

1

1

?

Page

Inbox


Notifications

Insights

Publishing Tools

Settings

Help



The Greenhouse Project

@CCGreenhouseProject

Home

About

★ Events

Photos

Videos

Community

Groups


Reviews

Jobs

Posts

Promote

Manage Promotions



Liked

Following

Share

...

Donate

+ Create Event

★

Share Events

⚙

Upcoming Events

Share Events

APR 7	<b>Early Spring Plant Sale</b> Sat 8 AM · 166 guests	The Greenhouse Project Carson City, NV	<div>Boost Event</div> <div>More</div>
MAY 12	<b>Mother's Day Plant Sale</b> Sat 8 AM · 154 guests	The Greenhouse Project Carson City, NV	<div>Boost Event</div> <div>More</div>

Past Events

MAR 10	<b>Second Saturday - Volunteer Day!</b> Sat 9 AM · 19 guests	The Greenhouse Project Carson City, NV
SEP 26	<b>Foothill Garden Hoop House Hoopla</b> Tue 11 AM · Millie Kleffner Karol went	1535 Medical Pkwy, Carson ...
JUL 12	<b>9th Concert Under the Stars - Presented by ...</b> Wed 5 PM · 4 friends went	Brewery Arts Center Carson City, NV
APR 1	<b>Early Spring Plant Sale</b> Sat 9 AM · 2 friends went	The Greenhouse Project Carson City, NV
NOV 7	<b>Annual Harvest Dinner</b> Mon 5:30 PM · Carson McEadden went	Cafe At Adele's Carson City, NV





The Greenhouse Project

Page | Inbox | Notifications | Insights

The Greenhouse Project  
@CCGreenhouseProject

Home | About | **Events** | Photos | Videos | Community | Groups | Reviews | Jobs | Posts

Promote | Manage Promotions

Upcoming Events

APR 7 Early Sat 8 AM

MAY 12 Mother Sat 8 AM

Past Events

MAR 10 Second Sat 9 AM

SEP 26 Football Tue 11 PM

JUL 12 9th Co Wed 5 PM

APR 1 Early Sat 9 AM - 2 friends went

New Event by The Greenhouse Project

Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video

Change Photo or Video

Event Name

Add a short, clear name 0 / 64

Location

The Greenhouse Project

Frequency

Occurs Once

Starts

3/19/2018 2:00 PM PDT

Ends

3/19/2018 5:00 PM PDT

Details

Let people know what type of event you're hosting and what to expect

Category

Select Category

Description

Tell people more about the event

Keywords

Time and select keywords from the list of results

Event Tips Website

Boost Event | Save Draft | Publish

New Event by The Greenhouse Project

Basic Info

This info will also appear in News Feed and any ads created for this event

Event Photo or Video

Change Photo or Video

Event Name

10th Annual Concert Under the Stars

Long event names may not fully appear in some places

Location

Brewery Arts Center

Frequency

Occurs Once

Starts

7/11/2018 5:00 PM PDT

Ends

7/11/2018 10:00 PM PDT

Details

Let people know what type of event you're hosting and what to expect

Category

Causes

Description

Join us for the 10th Annual Concert Under the Stars featuring Jefferson Starship and special guests Midnight North!

Wednesday, July 11. Doors open at 5:30pm, show starts at 6:30pm at the Brewery Arts Center (449 W King St., Carson City, NV).

Food trucks on site and cash bars

Reserved seating starting at \$49, Bleacher and SRO (standing room only) seating starting at \$30.

Get your tickets today at [carsoncitygreenhouse.org](http://carsoncitygreenhouse.org)

Keywords

Concert | Fundraising | Performing arts |

Kid Friendly

Tickets

Let people know where they can get tickets for your event

Ticket URL

<http://carsoncitygreenhouse.org/> On Sale Now

Options

Choose who can edit and post in your event

Co-hosts

Add Pages and friends

Posting

Anyone can post (reported posts must be approved)

Event Tips Website

Boost Event | Save Draft | Publish

New Event by The Greenhouse Project

Details

Let people know what type of event you're hosting and what to expect

Category

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Description

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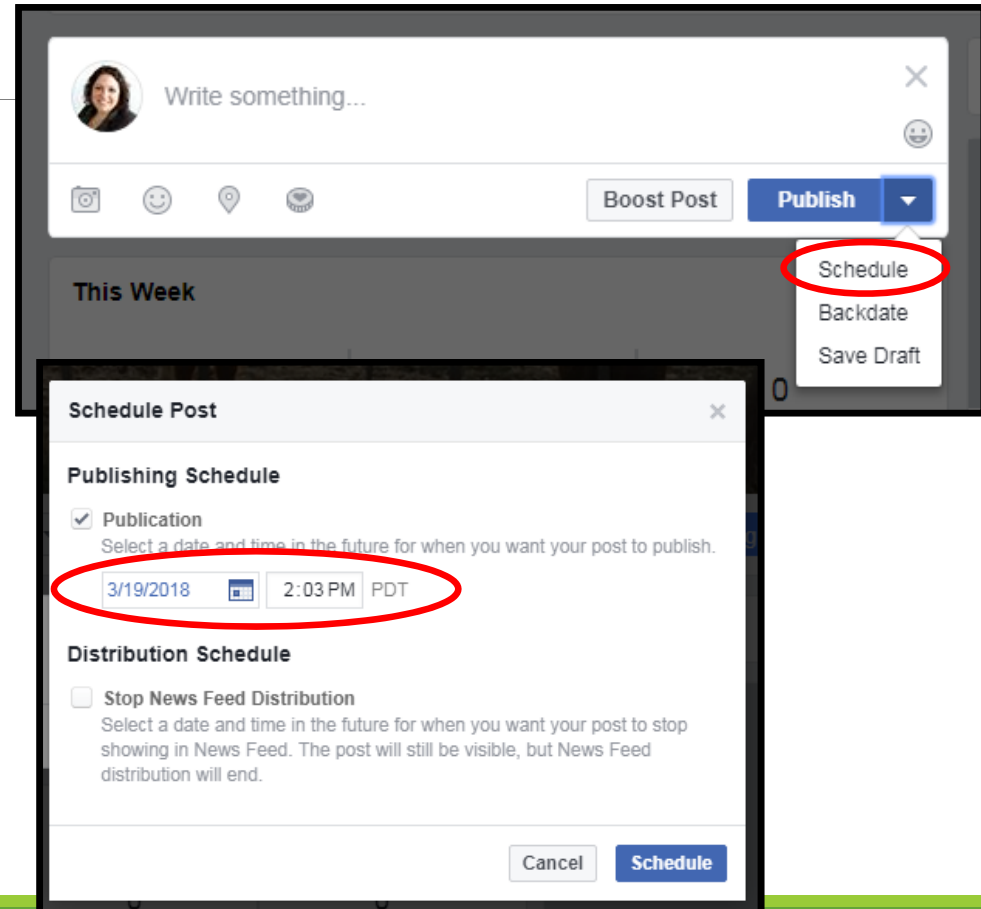
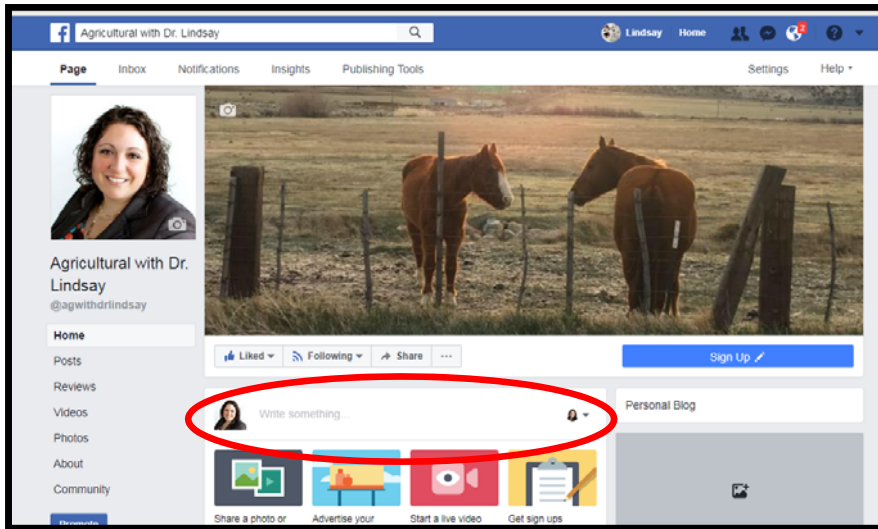
Create an event...







# Scheduling content







# Instagram fun facts

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## **About 800 million users (~32% of Internet users)**

- 80% of accounts are personal, but business accounts are rapidly increasing

Slightly more female users

**59% of internet users between ages of 18-29 use Instagram and 33% of 30-49 year olds use Instagram**

Over 300 million people use Instagram stories

**Photos continue to have higher engagement than videos**

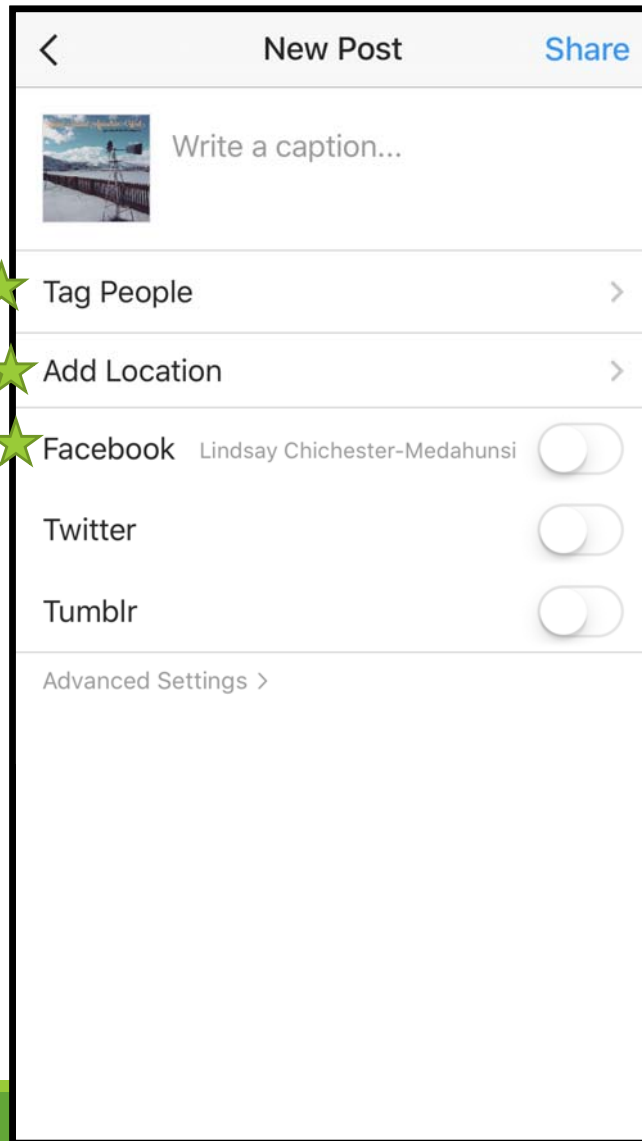
Most popular day of the week to post is Monday, 4-5pm – no one-size-fits-all for best time to post

**Posts with at least one hashtag (#) average 12.6% more engagement**

Sources: <https://blog.iconosquare.com/11-instagram-facts-every-marketer-must-know/>; <https://www.omnicoreagency.com/instagram-statistics/>



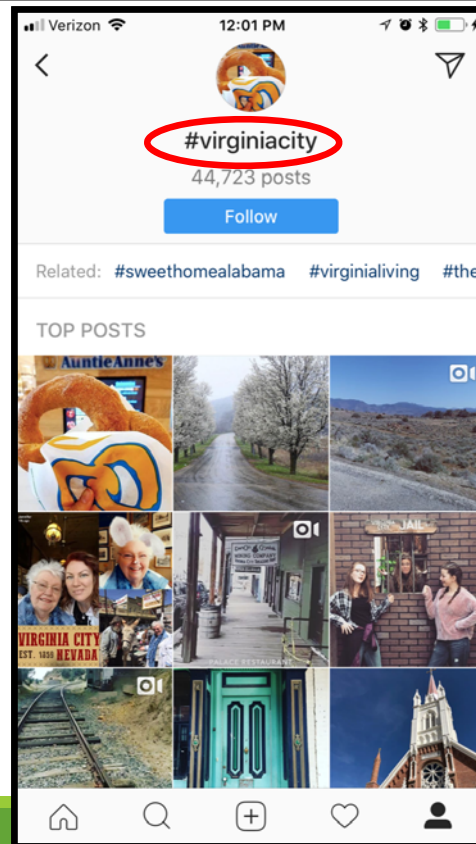




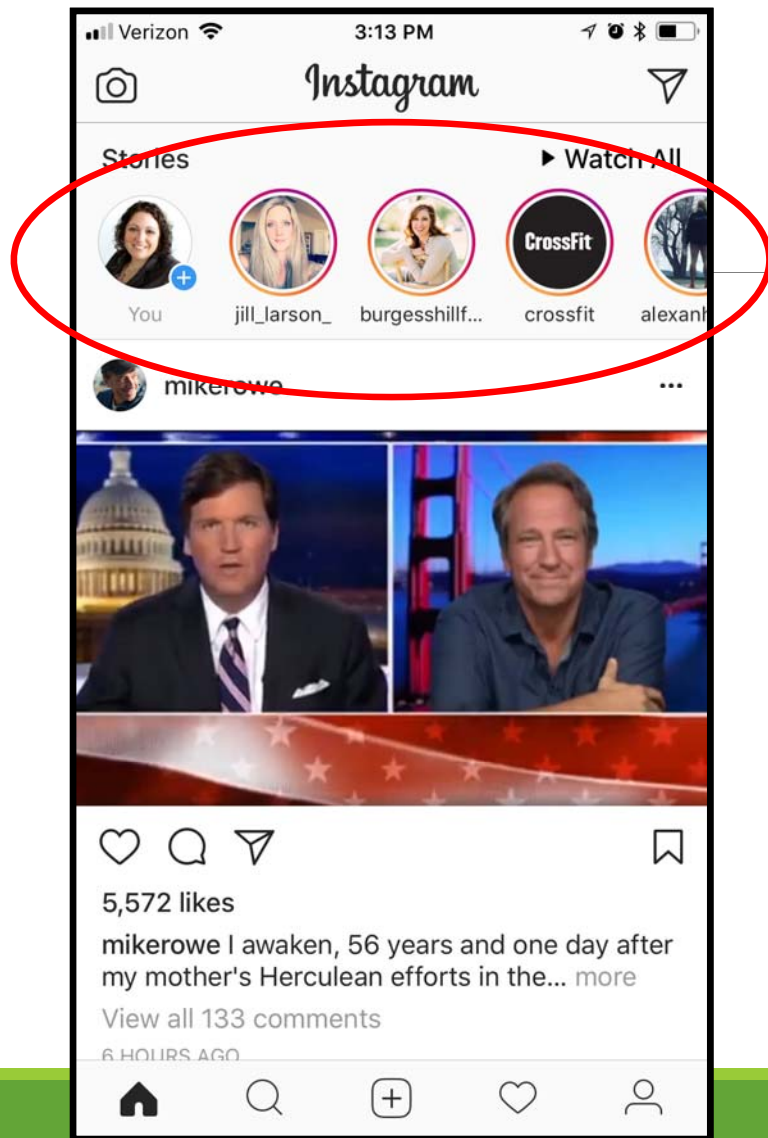
Don't forget the #...



# Understanding the hashtags...



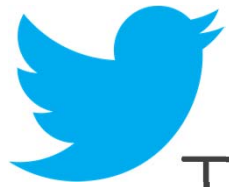




### Instagram Stories:

<https://help.instagram.com/1660923094227526>





# Twitter

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About 300 million monthly active users

**36% of Americans aged 18-29 use Twitter**

28% of American users have a college degree... and have above average income

**Even split between male and female users**

74% of users use Twitter to obtain news (more than any other app)

**Tweets with videos are 6x more likely to be retweeted than ones with photos or GIFs**

Source: <https://blog.hootsuite.com/twitter-statistics/>





# Hootsuite



Secure | <https://hootsuite.com/dashboard#/tabs?id=29177108>

Facebook and Instagram are currently making changes that may impact your use of Hootsuite - [Learn more](#) [updated Apr 6]

Send to... 0 Compose message...

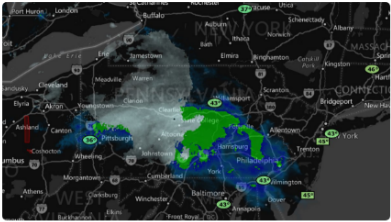
New Post Upgrade my plan

AgWithDrLindsay (Twitter) x Agri-Cultural with Dr. Lindsay (Facebook Pages) x Lindsay Chichester (LinkedIn) x


+ Add Stream + Add Social Network

### Home AgWithDrLindsay

**MyRadar Weather @MyRadarWX**  
2 mins ago  
A few snow/rain showers across Pennsylvania and parts of the Mid-Atlantic. Only very minor accumulations, if any possible.




**PhRMA @PhRMA**  
Mar 29  
Immunotherapy may be the key to treating lung cancer. Discover how researchers unlock the power within. #GoBoldly [bit.ly/2pQvBHI](http://bit.ly/2pQvBHI)



### Mentions AgWithDrLindsay

In reply to zanymomintx and 2 more

**Catherine Carrigan @CSCarrigan**  
Mar 17  
Thanks for sharing my blog!



**Kristin Barclay @zanymomintx**  
Mar 17  
The latest The Kris B. Daily! [paper.li/zanymomintx/13...](http://paper.li/zanymomintx/13...)  
Thanks to @AgWithDrLindsay @rossclurman @CSCarrigan #travel #amwriting

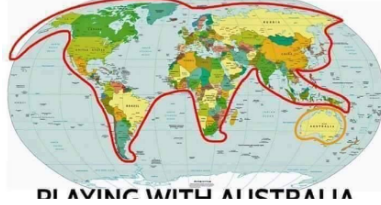
In reply to AgWithDrLindsay

**Clarissa Whalen @whalen\_clarissa**  
Mar 16  
If you must do manual labor, do it fashionably!


### My Tweets AgWithDrLindsay

AgWithDrLindsay retweeted

**Devil's Advocate 2.0 (aka Michelle) @MGigger**  
4 days ago  
My view of the world will never be the same.



**Beef Facts @BeefFacts**  
Apr 2  
What By-Products Do We Get From #Cattle? [bit.ly/2pTBF2A](http://bit.ly/2pTBF2A) by @brandibuzzard



### Extension Peeps List AgWithDrLindsay


WyoCrops retweeted

**Tracy Wahl @Tracy\_Wahl**  
16 hours ago · Phoenix  
Fascinating piece: farmers said "that they managed the feat by being more attentive. If rain was in the forecast for Wednesday, they did not irrigate on Monday or Tuesday....Some farmers switched to crops like sorghum or wheat, which are less thirsty than corn." #ogallala

**Circle of Blue @circleofblue**  
Kansas Farmers Cut Ogallala Water Use - And Still Make Money. <https://t.co/1qG8XJwTpn>

WyoCrops retweeted

**Kansas Water Office @kswateroffice**  
3 days ago  
Each #Ogallala state put together white papers as background for next week's Ogallala Summit @CityofGCKS. They cover state approaches to managing aquifer, producer practices & new devlpmts related to science/data & policy. [ogallalawater.org/ogallala-summi...](http://ogallalawater.org/ogallala-summi...) @Ogallala\_water @KansasDeptofAg





Facebook and Instagram are currently making changes that may impact your use of Hootsuite - Learn more [updated Apr 6]

Send to... 0 Compose message...

New Post Upgrade my plan

Templates

Twitter Profile Overview

Facebook Page Overview

Facebook Insights

Facebook Aggregate

LinkedIn Page Insights

Google Analytics

Ow.ly Click Summary

URL Click Stats - Ow.ly

Reports

All Reports

Drafts

Customize

Build Custom Report

Labels

+ Add Label

No Labels found

Twitter Profile Overview - AgWithDrLindsay

« Back to Report List

Mar 26, 2018 - Apr 09, 2018

Today

Last 7 days

Last 14 days

Month to date

Previous month (March)

Specific Date

Date Range

AgWithDrLindsay

Followers 1,914

Following 2,498

Listed 87

Follower Growth

AgWithDrLindsay

1913

1500

1000

500

0

Mar 26

Mar 28

Mar 30

Apr 1

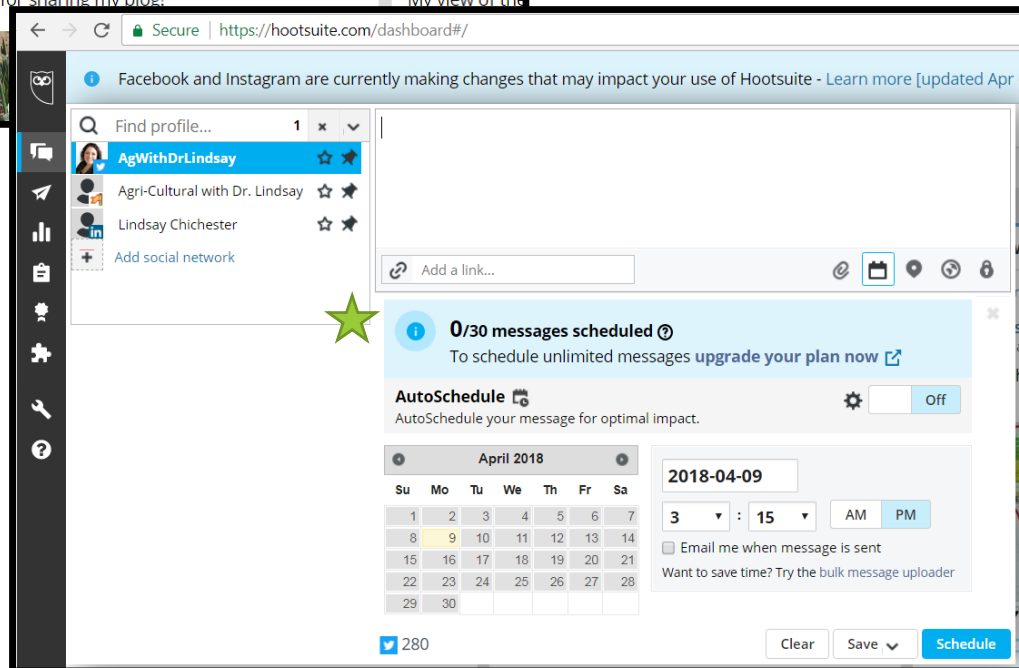
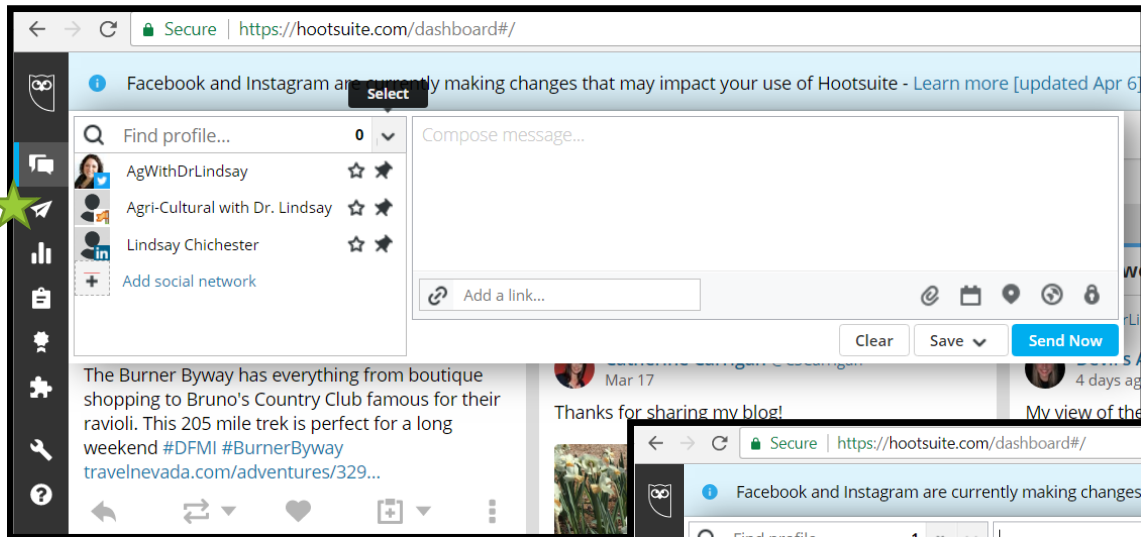
Apr 3

Apr 5

Apr 7

Apr 9







# Tweetdeck

Secure | https://tweetdeck.twitter.com/#

**Tweet**

Search Twitter

- Home @AqWithDrLindsay
- Notifications @AqWithDrLindsay
- Activity @AqWithDrLindsay
- #agchat @AqWithDrLindsay
- #beef @AqWithDrLindsay
- Messages @AqWithDrLindsay
- Mentions @AqWithDrLindsay

+ Add column

<< Collapse

Accounts

Settings

Lindsay Chichester @AqWithDrLindsay

TweetDeck

**Activity @AqWithDrLindsay**


Murray Newlands followed

**SpeedyAngel** @Firdau...  
Fútbol || My Kara Denvers  
@iLykeUnicorns ❤️ || One & Only  
#FnF 🌈🌈

BioMicrobics liked

**Oxford Water Network** @oxfor... 11h  
New paper by @oxfordgeography  
DPhil @JohannaKoehler published in  
Geoforum on "Exploring policy  
perceptions and responsibility of  
devolved decision-making for water  
service delivery in Kenya's 47 county  
governments" @EisGeogPlan  
twitter.com/JohannaKoehler...

**Johanna Koehler** @JohannaKoehler  
Are you responsible for universal,  
safe, sufficient, affordable & equitable  
water services? New insights from all  
47 county governments under varying  
sociopolitical #risks in #Kenya!  
@oxfordwater @reachwater  
@GroforGood @oxfordgeography  
@TheSmithSchool  
authors.elsevier.com/a/1Wqyz\_OL28c  
ic pic.twitter.com/mnxPbEfQan




Denise Landis followed


**#agchat**

**Blog for Agriculture** @Blog4Ag 2m  
#AgBlog via girl carnivore - Playing  
with Fire Giveaway | Grilled Pork  
Tenderloin with Mostarda Recipe  
ift.tt/2GLgU3F #agchat

**Cervus Equipment** @CervusEq... 6m  
5 steps to choosing the right oil &  
filter for your #JohnDeere:  
goo.gl/GqA26n #agchat #ag




**Farm Policy** @FarmPolicy 10m  
Illinois #wheat condition 12% very  
poor to poor, 38% fair, and 50% good  
to excellent. #agchat @ILAgriculture  
@usda\_nass. Full report at:  
goo.gl/PP3PiQ



**Red Angus America** @RedAn... 25m  
Why do #RedAngus heifers  
consistently top the market?


**#beef**

**MMASLAMPodcast** @mmasl... 3m  
Didn't know Platinum Perry and  
Khabib had beef like that lol. Huh? Is  
this a joke or dead serious lol?  
#mikeperry #khabibnumagomedov  
#instagram #comment #mma  
#podcast #beef #mma #ufc  
#platinumperry



**The Calabash Tree** @calabash... 15m  
Jamaican Beef Patties ... curried  
pastry with a minced beef  
filling with a little chilli heat.

#pastry #beef #meat #curry #chilli  
#caribbean #caribbeanfood  
#newcastle #sunderland #durham  
@WeLoveNCL @NEFollowers



**Bowman Landes Turkey** @BL... 18m  
Specials at #Bowmanlandes this  
week: #Bacon \$3.39/lb, #Beef Chuck  
Roast \$5.99/lb. Roasted #Turkey

**Messages @AqWithDrLindsay**

**USRSB** @USRSBeef Mar 27  
Dear Lindsay,  
  
Today, consumers across the  
nation are asking critical questions  
about the food they eat. From  
pasture to plate, beef has a g...

**Jennifer Johnson** @MEDMIC... Feb 19  
we are eagerly waiting for your  
reply.

**American Cattle News** ... 31 May 2017  
Lindsay, Please give me a call. I'm  
Patrick Cavanaugh with the  
American Cattle News radio  
network. Thanks! 559-287-7090

**j. craig williams, Jennie** ... 4 May 2017  
j. craig williams:

**j. craig williams** @jcwcwlb 2 May 2017  
Check out the stuff on Best Food  
Facts. GMO Answers has good  
stuff too

**Wanda Patsche** @MNFar... 24 Apr 2016

**Janice Person** @JPloves... 23 Jan 2015  
That is good to know and would be  
helpful.

**Ben Wilson** @bencwilson 3 Sep 2014  
No worries, just wanted to touch  
bases. If this year won't work we  
will put you on the list for the  
Colorado group hosting it next  
year!

**@Mentions**

Cat Rep Tha

Kri The pap @A @C

Clas Rep If yo fast

Am Rep Isn

Am Rep It is

j. c Rep Did





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Retweeted

smith @LeeSmithDC

2m

every American schoolchild knows, there are four branches of the government: executive, legislative, judicial, and Robert Mueller. [nytimes.com/2018/04/09/us/](https://nytimes.com/2018/04/09/us/politics/)

ong Nevada @AStrong...

now

ing #Nevada Daily is out!

li/AStrongNevada/... Thanks

attleBorn #NV @PubliusNV


ertRickly @JimMaddestdog

Morning America @... now

KING: FBI raids office of

el Cohen, Trump's personal

attorney. [abcn.ws/2HoSw4M](https://abcn.ws/2HoSw4M)



ews @FoxNews

11s


kihaley:

"What we are dealing with today is not about a spat between the United States and Mexico. This is about the inhumane use of chemical agents on innocent people... There can be no more excuses for our failure to act."

Notifications

Croptimal Ltd. followed you

1d




Croptimal Ltd. @CroptimalLtd

2m

Croptimal performs real-time, accurate tests of crops, soil and water in the field. Our technology reduces time-to-analysis from 10 days to 10 minutes.

Growsetta followed you

4d




Growsetta @Growsetta

4d

Growsetta is an environmental management & optimization solution that leverages modern technology.

gbdghdfbhdhdfh followed you

6d




gbdghdfbhdhdfh @ApplinJa...

6d

Costume designer / Cats lover. Go to [tyniurl.pro/ApplinJamesMF](https://tyniurl.pro/ApplinJamesMF)

Cattle Tales followed you

Apr 2




Cattle Tales @CattleTales

Apr 2

Every steak has a story. Every glass of milk has a narrative. From farm gate to dinner plate, we share the story of cattle. Join by using #cattletales.

Jacks clin followed you

Mar 31




Jacks clin @ClinJacks

Mar 31


Derrick Josi liked your Retweet

Mar 29



Mark Rohrich @sunflowerfarmer


Mar 29



Activity

Murray Newlands followed

2m




SteveTheMess @stevethemess

2m

Vocals for @withintheruins. I love tour, Whataburger, Lone Star, good friends and good times. This is my life.

Cammi Pham|Marketer followed

4d




Marcos Wahlberg @GoodVib...

4d

Julie Kelly liked

2m




Lee Smith @LeeSmithDC

2m

As every American schoolchild knows, there are four branches of the US government: executive, legislative, judicial, and Robert Mueller. [nytimes.com/2018/04/09/us/](https://nytimes.com/2018/04/09/us/politics/)

Denise Landis followed

2h




Emzi @Emzi07

2h

Richard Sink, Founder of Critical Connections liked

2h




UBCC @ubccckengaren

2h

The latest The UBCC Daily! [paper.li/ubccckengaren?e...](https://paper.li/ubccckengaren?e...) Thanks to @Richard\_Sink #cpa #tech

The Travel Bible followed

2h




peter ripley @peteraripley

2h

Murray Newlands followed

2h




Snethemba @sne\_sotobe

2h

#agchat


Blog for Agriculture @BlogForAg

via girl carnivore with Fire Giveaway | Grill Tenderloin with Mostarda [ift.tt/2GLgU3F](https://ift.tt/2GLgU3F) #agchat




Cervus Equipment @CervusEquip

5 steps to choosing the right filter for your #JohnDeere [goo.gl/GqA26n](https://goo.gl/GqA26n) #agchat #



Farm Policy @FarmPolicy

Illinois #wheat condition poor to poor, 38% fair, and to excellent. #agchat @usda\_nass. Full report [goo.gl/PP3PiQ](https://goo.gl/PP3PiQ)



Red Angus America @RedAngus

Why do #RedAngus heifers consistently top the market?

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
USDA - NASS	34	64	59	57	62	42	49	50	59	43



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From **Lindsay Chichester** @AgWithDrLindsay

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Tweet at 1:44pm

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1:44 PM · Mon 9 Apr 2018

1 : 44 PM

April 2018

S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Stay open

@AgWithDrLindsay

BioMicrobics Retweeted

BioMicrobics @BioMicrobics 9h

ing forward to be at #AsiaWater Water2018 @AsiaWater\_UBM 1, Water Environment Pavilion Forg Booth A112! #Malaysia

#water #sanitation #urban rManagement #wastewater water #stormwater rReuse #SDGs #SDG6 tter.com/NyBMsKbx5Q

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Jacks clin followed you

Jacks clin @ClinJacks

Derrick Josi liked your Retweet

Mark Rohrich @sunflowerfarmer Mar 29

Notifications @AgWithDrLin...

Murray Newlands followed

jasmin oza @JazzOza

song director/choreographer in bollywood

Denise Landis followed

Keith @TPD\_TomatoGuru

The tomato specialists with 700 varieties available @ <https://t.co/2wBF43ZXpg> Also veg at <https://t.co/1olooqpeP9>

Darrin Schmidt liked

Matthew Pot @MatthewPot

A look at the U.S. snow depth conditions compared to the previous 8 years at this time. #OATT #wheat [pic.twitter.com/Mon8102Y9r](http://pic.twitter.com/Mon8102Y9r)

Katie Dillon followed

Michele @QueenBee\_Baker

Wife, Mommy, Sweets Addict, Queen Bee of my kitchen 🍯

Murray Newlands followed

Courtney Kramer @CourtKra...

#smsports || sometimes @dbacks is my alter ego || kicked cancer's ass and ran a few marathons to celebrate it

#agchat

Blog for Agriculture @ #AgBlog via girl carnivore with Fire Giveaway | Grill Tenderloin with Mostard [#agchat](http://ift.tt/2GLGu3F)

Cervus Equipment @CervusEquip

5 steps to choosing the e filter for your #JohnDeer [#agchat](http://goo.gl/GqA26n)

Farm Policy @FarmPolicy

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Red Angus America @ RedAngus

Why do #RedAngus meat consistently top the mar



# SoMe Etiquette

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## **Don't assume people will find/follow you**

- Have to follow, comment, like – will be reciprocated
- Find others with similar content/topic and build relationships
- Need to promote on other SoMe platforms

Less is more

## **Engage with audience**

Know when and where to publish

- Publish regularly to remain relevant and interesting – but don't overdo it

**Re-read before you publish; double check meanings of #'s; use spell check**

Mix professional and personal – it makes you relatable





# Handling criticism

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- Agree to disagree
- Block them?
- Will never please everyone
- More people are watching than you realize...



# Questions? Comments?

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LINDSAY CHICHESTER

CHICHESTERL@UNCE.UNR.EDU, 775-887-2252

