

# Telling the ANR story

## Using social media for outreach & advocacy

Pam Kan-Rice

RCAS Winter 2010 Meeting

February 26, 2010

University of California  
Agriculture and Natural Resources

*Making a Difference  
for California*

# What is social media?

Any online technology or practice that people use to share content, opinions, insights, experiences, perspectives and media.

User-generated content.

Examples of social media applications:



**Do you use social media?**

# **We use social media to...**

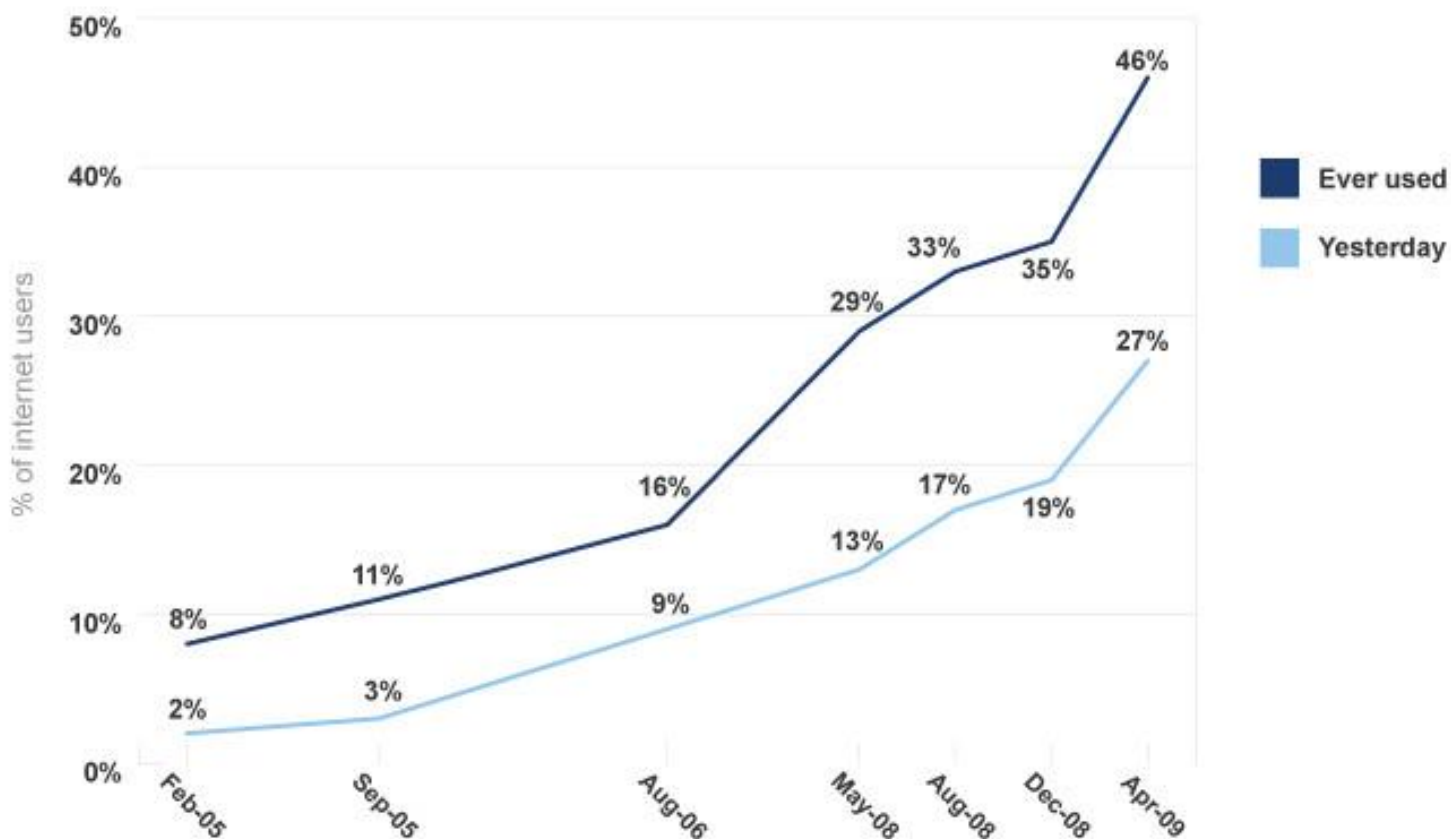
- Share our message.
- Broaden our audience: serve new kinds of people, and more people.
- Recruit new members; make new friends.
- Share information.
- Get information from others.
- Build communities or groups of users for all sorts of purposes, including advocacy.

# How social media may help

- Facebook has 400 million users worldwide.
  - Over 700,000 UC alums
  - Over 70,000 UC students
- Twitter is timely.
- Blogs allow you to control the message.

## Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.



# Who uses social media?

- 73% of teens & young adults use social network sites.
- 40% of adults 30+ use social sites.
- 100 million U.S. members are Latino
- 77% Latinos engage in some kind of online socializing

(Pew Internet Project 2009)



**ANR**

**Clientele**

**Voters**

**Family, Friends,  
Colleagues**

**POLICYMAKER\$**



**What is your news?**

# Which tool is best for me?

- Criteria for deciding which will best fit your needs:

- Computers vs. mobile devices? \*
- Updates monthly, weekly, daily?
- Will users install additional software or create an account?

\* 50+% Latinos go to Web via cell phone

# Examples

- Facebook
- Blogs
- Twitter
- YouTube

# Facebook

- **Facebook** is the social network of choice:
  - 73% of adult profile owners use Facebook
  - 48% have a profile on MySpace
  - 14% use LinkedIn.
- Users can join networks to connect and interact with other people.
- Facebook provides tools to create your own networks and organize movements.

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The Division of Agriculture and Natural Resources (ANR) is a statewide network of University of California researchers and educators dedicated to the creation, development and application of knowledge in agricultural, natural and human resources.

**Information**

Location:

 1111 Franklin Street, 6th Floor  
 Oakland, CA, 94607

## University of California Division of Agriculture &amp; Natural Resources

[Wall](#)[Info](#)[Photos](#)[Boxes](#)[Notes](#)[Discussions](#)[»](#)[+](#)

What's on your mind?

Attach:

Everyone

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University of California Division of Agriculture &amp;... + Fans

University of California Division of Agriculture &amp;...

Just Fans

[Settings](#)

## University of California Division of Agriculture &amp; Natural Resources

**UC examines cost of growing mixed vegetables on a small farm**

news.ucanr.org

A new cost-of-production study for growing mixed vegetables on a small-scale farm is now available from the University of California Cooperative Extension. Growing costs for an assortment of tomatoes, winter squash and melons on a four-acre farm are shown in the study.

 about a minute ago · [Comment](#) · [Like](#) · [Share](#)


## University of California Division of Agriculture &amp; Natural Resources

**Ken Churches retires from helm of Calaveras County UC Cooperative Extension**

news.ucanr.org

Ken Churches' childhood exposure to agriculture and cooking in 4-H led to a successful career in agriculture as director of UC Cooperative Extension in Calaveras County and a pastime that he will put to use when he retires Feb. 26 and begins cooking for homeless residents of Hawaii's Big Island.

 February 11 at 2:10pm · [Comment](#) · [Like](#) · [Share](#)

John Harper and Susie Kocher like this.

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UC Davis Specialist and Fresno County Farm Advisor Extending Viticulture Information to Raisin, Table, and Wine Grape Growers.

### Information

Location:  
9240 S Riverbend Ave  
Parlier, CA, 93648

### Fans

6 of 99 fans

See All

## San Joaquin Valley Viticulture

Wall

Info

Photos

Boxes

Events

Video



Write something...

Attach:

Share

San Joaquin Valley Viticulture + Fans

San Joaquin Valley Viticulture

Just Fans



**San Joaquin Valley Viticulture** The February issue of the online viticulture newsletter "Vine Lines" is now available <http://cefresno.ucdavis.edu/newsletter/files/newsletter1244.htm>



### Fresno County - Vine Lines

[cefresno.ucdavis.edu](http://cefresno.ucdavis.edu)

Vine Lines is a bi-monthly informational newsletter containing research updates on cultural practices and pest and disease issues in viticulture pertinent to SJV grape growers.

February 10 at 9:37am · [Comment](#) · [Like](#) · [Share](#)



**San Joaquin Valley Viticulture** We have just added a new entry to our Rasin Ramblings blog called "Unusual Wood-Boring Worms". Locate a link to our blog under the "Boxes" tab above!

February 9 at 11:42am · [Comment](#) · [Like](#)



**San Joaquin Valley Viticulture** V&E Dept RAVes about Vineyard & winery sustainability, Thurs 18 March 2010 @ UCD campus. Full program & registration: <http://ow.ly/159TC>

February 8 at 11:41am via Selective Tweets · [Comment](#) · [Like](#)

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[Remove from My Page's Favorites](#)

Welcome to the UCCE Livestock & Range Information facebook site! It is intended for range livestock producers and managers in Mendocino & Lake Counties.

Follow our blog at:  
<http://ucanr.org/blogs/liv>

UC Cooperative Extension Livestock & Range Info for Mendocino & Lake  
discussion: What does "local" meat production/supply mean? Go to the Discussions tab and add your

Wall Info Photos Discussions Boxes Links >>

Write something...

Attach:

Share

UC Cooperative Extension Livestock & Range In... + Fans

UC Cooperative Extension Livestock & Range In... Just Fans



UC Cooperative Extension Livestock & Range Info for Mendocino & Lake

**Don't Blame Cows for Climate Change**

New story from Mendocino/Lake Livestock & Range Topics

The following article was released in January through the College of Agricultural and Environmental Sciences at UC Davis. It is worth a read by livestock producers and for sharing with their urban friends and family. Despite oft-repeated claims by sources ranging from t...

More: [Read more stories](#)

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Thu at 1:40pm via Social RSS · [Comment](#) · [Like](#) · [Share](#)



UC Cooperative Extension Livestock & Range Info for Mendocino & Lake

Just opened up a new discussion: What does "local" meat production/supply mean? Go to the Discussions tab and add your thoughts.

Thu at 11:24am · [Comment](#) · [Like](#)

facebook



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[Invite People to Join](#)
[Leave Group](#)

Statewide Master Gardener group created to unite Master Gardeners from all California counties.

### Information

Category:

[Organizations - Volunteer Organizations](#)

Description:

Statewide Master Gardener Program  
University of California Cooperative Extension  
Dedicated to facilitating excellence in Master Gardener Programs by increasing the professionalism of coordinators and volunteers.

Privacy Type:

Open: All content is public.

### Admins

## University of California Master Gardeners



Wall

Info

Discussions

Write something...

Attach:



Share



**Janet Sonoff** A nice place to serve...



### Upper Newport Bay Community-Based Restoration and Education Program

The California Coastal Commission's Upper Newport Bay (UNB) Community-Based Restoration and Education Program (CBREP) is working to enlist community support for habitat restoration by engaging the public in hands-on restoration work and teaching them why this work is important.

Non-Profit: 67 fans

Thu at 8:00am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)

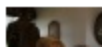
**Mary Lou Ledgerwood** Please vote for the Huntington Beach Community Garden start-up funding. <http://www.refresheverything.com/HuntingtonBeachCommunityGarden>



### Buy materials for a 2.5 acre community garden in Huntington Beach CA. | Pepsi Refresh Everything

[www.refresheverything.com](http://www.refresheverything.com)

Vote for the most refreshing ideas to win Pepsi Refresh Project grants for Food and Shelter

February 1 at 9:55am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)

**Janet Sonoff** February garden calendar-



# Blogs... because **EVERYONE** has a story to tell...

- **Blog** (short for weblog) is a personal online journal that is frequently updated.
- Share information that would interest clientele, friends & neighbors.
- One-way or two-way communication

# Site builder blog

- UC ANR tool. **Free.** Easy-to-use.
- Blogroll – increases traffic to UC blogs.
- See portal <https://ucanr.org/portal>
- <http://ucanr.org/blogs/anrnews/> - ANR news clips
- <http://ucanr.org/blogs/bugsquad/> - UCD Dept. of Entomology
- [http://ucanr.org/blogs/Merced Blog/](http://ucanr.org/blogs/Merced_Blog/) UCCE Merced
- <http://ucanr.org/blogs/venturacountyucce/> UCCE Ventura
- <http://ucanr.org/blogs/food/> **NEW!** ANR writers share content

# Blogs - Tips

- Be brief ... 200 words – 750 words.
- Post 1x-2x week.
- Hyperlink to reference & source sites.
- Avoid jargon. Public likes farmers, dislikes agriculture
- Try sharing writing responsibilities.

# Twitter

- Twitter users send and read other users' updates known as **tweets** - text up to 140 characters.
- Users can receive updates via the Twitter Web site, instant messaging, blog feeds (RSS), e-mail or through applications such as Twitterrific or Facebook.
- Can receive as text messages on phones.

# Twitter: Uses

- Announce new blog postings
- Remind people about events
- Give timely updates on rapidly changing situation such as weather, pest infestation



**grapetweets**

✓ Following

Lists



We have a new shorter webpage address on Facebook. Find us at [www.facebook.com/viticulture](http://www.facebook.com/viticulture) and become a fan of our page!

2:02 PM Feb 11th from web

The February issue of the online viticulture newsletter "Vine Lines" is now available. Read recent and past issues at <http://ow.ly/15Y3F>

9:41 AM Feb 10th from HootSuite

We have just added a new entry to our Rasin Ramblings blog called "Unusual Wood-Boring Worms". Read the article at <http://ow.ly/15ATr>

11:46 AM Feb 9th from HootSuite

V&E Dept RAVEs about Vineyard & winery sustainability, Thurs 18 March 2010 @ UCD campus. Full program & registration:

**Name** matthew fidelibus  
**Location** Parlier, California  
**Web** <http://www.facebook.com/viticulture>  
**Bio** UC Davis Specialist & Fresno Co. Farm Advisor  
Extending Viticulture  
Information to Raisin, Table  
and Wine Grape Growers

154 following 191 followers 5 listed

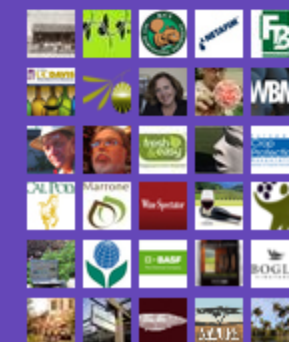
### Tweets

### Favorites

### Actions

message grapetweets  
block grapetweets  
report for spam

### Following





Home Profile Find People Settings Help Sign out



ucanr

That's you!

Lists

Grapetweets is on Facebook. Find UC wine, raisin & tablegrape news at [www.facebook.com/viticulture](http://www.facebook.com/viticulture) and become a fan!

less than 10 seconds ago from web

The February issue of ANR Report is now online <http://ucanr.org/anr-report/>

11:10 PM Feb 17th from web

UC examines cost of growing mixed vegetables on a small farm <http://news.ucanr.org/newsstorymain.cfm?story=1269>

4:30 PM Feb 12th from web

UC examines cost of growing lemons <http://news.ucanr.org/newsstorymain.cfm?story=1268>

4:00 PM Feb 12th from web

**Name** Ag&Natural Resources

**Location** Oakland, California

**Web** <http://ucanr.org>

**Bio** University of California Division of Agriculture & Natural Resources

31 following 239 followers 18 listed

Tweets 108

Favorites

Following



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Twitter

+ Allow Twitter to Update Your Facebook Status

Twitter Home Profile Settings

What are you doing?

140

Update



Currently: The February issue of ANR Report is now online <http://ucanr.org/anr-report/> 07:10 AM February 18, 2010 from web



**nytimes** Inside the Rings: Glint of Gold Never Left Orser's Eyes <http://nyti.ms/aFwkjg>  
about 2 hours ago from web



**nytimes** Vonn Wins Bronze in Super-G for Second Medal <http://nyti.ms/b4MABD>  
about 2 hours ago from web



**nytimes** At CPAC - Gingrich Calls for 'Principled Bipartisanship' <http://nyti.ms/9ilDIJc>



# YouTube

- YouTube is a video-sharing Web site
- ANR and California 4-H have channels
  - <http://www.youtube.com/user/UCANR>
  - <http://www.youtube.com/user/California4H>
- Owned by Google and searchable
- Can go viral, like the Haagen-Dazs dancing honey bees  
<http://www.youtube.com/watch?v=OPpLUQEObhA>

# YouTube

- Unregistered users can watch most videos on the site.
- Registered users are permitted to upload an unlimited number of videos.
- In January 2008 alone, nearly 79 million users had viewed over 3 billion videos.
- Videos that received the most views were 3 - 5 minutes (Georgia Tech, 2007)

# YouTube uses

- Post how-to videos.
  - Asian citrus psyllid:  
<http://www.youtube.com/watch?v=QhQXL4bwnXI>
- Can organize video clips into a library for reference.
- Can “tag” videos and promote links on other sites such as Facebook, etc.

# Site Builder 3

## Redesign of ucanr.org

- News features
- UC Delivers
- ANR Web site review
- News in Spanish
- Social media

# Go forth & socialize

- Thank you!

# Sources

- Pew: Teen and Young Adult Internet Use  
<http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>
- Online reputation management. Georgia Institute of Technology. 2009.
- Pew: <http://www.pewinternet.org/Infographics/Growth-in-Adult-SNS-Use-20052009.aspx>
- Pew: Latinos Online, 2006-2008: Narrowing the Gap
- <http://pewhispanic.org/reports/report.php?ReportID=119>