

“Using Social Media and Web-based Technology to Enhance the Reach of Extension Programming”

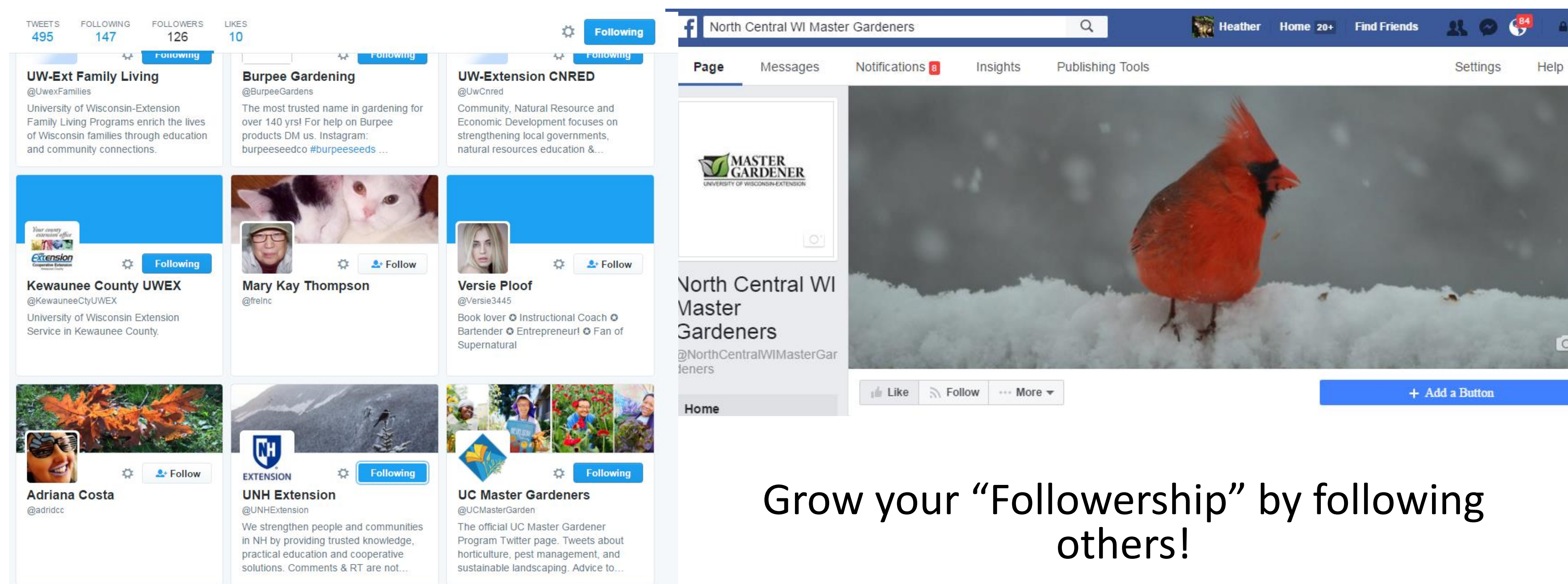
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Social media use among adults is continually growing. 2015 Pew Research Center reported that :

- 62% of the adult population is on Facebook
- With 70% of Facebook users accessing the site on a daily basis
- 20% of the adult population is on Twitter

This poster will illustrate a few simple ways to grow your social media presence and extend your outreach efforts.

1. Like and Follow people with similar interests.



Grow your “Followership” by following others!

2. Focus on **Quality** over **Quantity**: subscribers to your site want to get good quality information. Higher expectations for University materials expect it to be research based.
3. Share content from other pages – this creates entry points for search engines to find your page.



4. Be consistent. Publish on a regular basis. Ex. “Master Mondays” content is published every Monday. Followers come to expect something from you and look forward to the new content.

Can be time consuming but Facebook allows you to schedule out posts.



5. Utilize more than just Facebook to enhance your social media reach.

6. Ease your workload by linking social media accounts. Post to Facebook and let it take care of the rest!



7. Remember social media success does not happen overnight, you need to commit to the long haul. Having one or two people assigned to the task allows for consistent look of messages.
8. Increase your reach by paying to advertise your posts.

