Using Social Media in PSEP

2012 North Central Pesticide Certification and Training Workshop
Erin Bauer & Pierce Hansen
University of Nebraska--Lincoln
Hey, we’re on the internet!

Pested.unl.edu
Why do we participate in social media?

• Increase awareness of PSEP products, services, and events
• Converse with educators, applicators, school staff
• Distribute educational information
• Use of social media started by posting dramatizations and other videos on YouTube; expanded from there

• Allows access to individual PSEP video segments

• 21 videos, 22 subscribers, almost 23,000 total views (July 2011 to July 2012 our videos were viewed 10,000 times!)
Erin blogs about IPM in Nebraska Schools

http://www.blogspot.com
IPM in Nebraska Schools Blog


- Purpose:
  - Keep people updated on our IPM projects and efforts.
  - So far: 80 posts, 28 members of the page, 31 email subscribers.
IPM in Nebraska Schools Blog

- Update about:
  - IPM in Schools demonstrations
  - Coalition meetings
  - Youth programs
  - PSEP and IPM Videos
- Average posting is twice per month
- Blog within few days of event
- Enhance with pictures and links
Analyze your blog statistics

- Feedburner shows statistics from Blogger; what posts were read, number of feeds and email subscriptions

http://feedburner.google.com
Analyze Your Blog

- How do you know blog is effective?
  - Feedback...both verbal and comments posted on individual blog entries.
  - This data helps determine the impact social media is having on your audience.
Set up your blog account

http://www.blogspot.com
Here we are in Grand Rapids Michigan, talking about social media!
What’s all this @### Nonsense?

#UNL is a hashtag; tweets to people paying attention to UNL info

@UNL_PSEP is a Twitter account; can post a message to other accounts
We use Twitter to communicate science-based information.

Maintaining and Fit Testing Cartridge Respirators for Pesticide Applications

Erin C. Bauer, Extension Associate; Clyde L. Ogg, Extension Educator; Pierce J. Hansen, Extension Assistant; and Jan R. Hygstrom, Project Coordinator

This NebGuide examines the proper way to fit test a cartridge respirator before beginning a pesticide application and how to maintain a respirator after use.

When working with any pesticide, you must follow all personal protective equipment (PPE) requirements listed on the label. This is for your safety, and also is a legal requirement for using pesticides. Some pesticides carry a risk of inhalation exposure and require the use of a respirator, such as a dust respirator, full or half face cartridge (air purifying) respirator, or self-contained breathing apparatus (SCBA). This NebGuide will focus on the half face cartridge respirator, which is one of the most common respirators used when applying pesticides.

Like other PPE, it is vital to properly maintain your respirator to ensure that it offers adequate protection when you apply pesticides. This includes testing the respirator before each use to make sure that it has a tight seal, as well as proper cleaning and storage of the respirator after each use.

Your New Respirator

Some pesticide labels clearly state specific types of respirator/cartridge filters that are required. Be sure to follow these directions carefully; purchase and use the appropriate type for the product you will be applying.

When you buy a new respirator, it will come in a package with several components. These include an instruction manual, faceplate with straps, two cartridges, and extra accessories to attach for dust or particulate protection (Figure 1). Check the labels on the cartridges to ensure they provide the protection you need, whether it is against organic vapors or other particulates.

It is important to read the instruction manual thoroughly before using the respirator. The manual explains how to properly assemble, fit, maintain, and store the respirator. The most important thing to remember when using a respirator is to get a good seal. Without a good seal, the respirator will not effectively protect you from pesticide inhalation exposure.

Fit Testing

Fit testing is mandatory under Occupational Safety and Health Administration (OSHA) regulations. Fit testing must be done to determine the size of the respirator for a particular user. Pesticide applicators need to meet certain health requirements before conducting a fit test or doing work that requires a respirator. OSHA requires that an employee who will be using a respirator have a medical evaluation prior to fit testing. The employee also needs to be properly trained in respirator use. For more information about OSHA’s medical evaluation questionnaire, mandatory fit test procedures, and

Figure 1. Example of respirator packaging and instruction manual.
How to set up a Twitter account
Adjust your settings

UNL_PSEP's settings

Account  Password  Mobile  Notifications  Profile  Design  Applications

Name  UNL-Extension PestEd
You can change your name on your profile settings.

Username  UNL_PSEP
No spaces, please.
Your public profile: http://twitter.com/UNL_PSEP

Email  pested@unl.edu
Note: email will not be publicly displayed.
Let others find me by my email address

Language  English
What language would you like to Twitter in?
Interested in helping translate Twitter? Check out the Translation Center.

Time Zone  (GMT-06:00) Central Time (US & Canada)

Tweet Location  Add a location to your tweets
Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history. Learn more

UNIVERSITY OF NEBRASKA
Lincoln
Find accounts you want to follow – Explore the “Connect” & “Discover” buttons

Twitter accounts suggested for you based on who you follow and more.

AgNews AgriNews
Followed by @UNLAgEcon, @NECornExtension and @UNL_CropWatch.

lisafranzcastle Dr. Franzen-Castle
*I am the Extension Nutrition Specialist with the University of Nebraska-Lincoln at the Panhandle Research and Extension Center.*

HighPlainsJrnl High Plains Journal
*High Plains Journal/Midwest Ag Journal serve readers in 13 states with 5 editions. Farmers and ranchers rely on us for agricultural news and information.*
Followed by @UNLExtension, @marketjournal and @UNLFlood.
Start tweeting!
Facebook

• Increases awareness of our program by the general public, UNL, pesticide applicators, state officials, and students.
• So far: 174 likes
• Offers widest variety of information of our social media platforms.
• Ties together all of our social media sites.
Facebook Insights

Overview

Likes  Reach  Talking About This

Total Likes  Friends of Fans  People Talking About This  Weekly Total Reach

174  50,305  1  130

Post  People Talking About This  Weekly Total Reach

Jul 14  Jul 21  Jul 28  Aug 4
Facebook Insights – Who is your audience?

Overview | Likes | Reach | Talking About This

People Who Like Your Page (Demographics and Location)

Gender and Age:

- Female: 51.1%
- Male: 46%

Countries:
- United States of America: 161
- India: 2
- Egypt: 1
- Costa Rica: 1
- Ghana: 1
- Romania: 1
- Pakistan: 1

Cities:
- Lincoln, NE: 39
- Omaha, NE: 14
- Baton Rouge, LA: 3
- Grand Island, NE: 3
- Kearney, NE: 2
- Chadron, NE: 2
- Chicago, IL: 2

Languages:
- English (US): 170
- Spanish: 2
- French (France): 1
- English (UK): 1

More -

Export Data
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<td>5</td>
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<tr>
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</tbody>
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Pressing “Like” or “sharing” a post will increase help a post go viral.
Facebook Group for UNL PSEP Actors

Write Post  Add Photo / Video  Ask Question  Upload File

Write something...

Erin Bauer
Hey everyone! The Dramatization video is just about done! I have reviewed the proof and will let everyone know when we have a final version on YouTube!
Like · Comment · Follow Post · July 23 at 9:05am

Erin Bauer
Great job on the Dramatization filming today!! Thanks to all the actors who came to Lincoln and joined us! I’ll let you know when it’s on YouTube!
Like · Comment · Follow Post · June 7 at 12:17pm

People You May Know
See All
Cher Harper
Add Friend

Abby Morland
Add Friend

Ping Hai
1 mutual friend
Add Friend

Homo Lehman
1 mutual friend
Add Friend

Chen Nancy
Add Friend

Create an Ad

3 people like this.

Rhonda Roth
Yay!
July 23 at 9:10am via email · Like

Write a comment...
Bring social media together with TweetDeck
Send tweets out whenever!
But I don’t have all day to sit in front of my computer...
Go Mobile
Promote!

- How we’ve publicized our social media:
  - Listserv emailing
  - Contests
  - Word of mouth: PSEP and others

Lazy classroom contest on Facebook
AAPSE Dramatization Webinar

- Join us August 21st, 12:00 CST!
- Professional Development Opportunity
- Target Audience--PSEP staff involved in developing PSEP video training
- Will cover how dramatization can be used to teach PSEP concepts
- Will explain dramatization process, including a “How-to” dramatization about dramatizations (later available on YouTube)!
Questions?

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Pierce Hansen - phansen2@unl.edu

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