EXPERIENCES & FINDINGS WITH THE SOCIAL MEDIA & MOBILE TECHNOLOGY FOR AG BUSINESSES WEBINAR SERIES

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Penn State Extension
Background

• **Webinar Series Objective**
  – Small agricultural business owners would understand how to integrate social media and mobile applications into their business’s marketing plan.

• **Partners**
  – Penn State, Ohio State, University of MN

• **Eight 60 min webinars** (Jan – Apr 2012)
  – held bi-weekly

• **Webinars recorded**
  – Registrants received emails with links to recordings, presentation PDFs, and resource links.
Topics

- **Developing a Social Media Strategy** – Jeff Hyde and Sarah Cornelisse (PSU)
- **Quality Social Media Content** – Rob Leeds (OSU)
- **Mobile eCommerce** – Adeel Ahmed (UMN) and Kathy Kelley (PSU)
- **Maps & Apps** – Adeel Ahmed (UMN)
- **Accepting Mobile Payments** – Christie Welch (OSU)
- **MarketMaker App** – Julie Fox (OSU)
- **Online Reputation Management** – Rob Leeds (OSU) and Kathy Kelley (PSU)
- **Tools for Managing Social Media Presence** – Jeff Hyde and Kathy Kelley (PSU)
Participation

• 143 registrations

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Impact

Percent of Respondents that indicated that they planned to implement use of a new social media or mobile app tool in the coming year

- Yes: 75.3%
- No: 23.6%
- Not sure at this time: 1.1%

Understanding of webinar topics – “good” or “very good”

- Before webinar: 22.2%
- After webinar: 85%

% of respondents

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Impact

Do you plan on doing something new or different during the next 12 months?

- Things people indicated that they were going to do (top responses)
  - Buy smartphone
  - Make sure biz is registered w/ location based sites (Google Places, Yelp, etc.)
  - Implement mobile payment option (squareup, etc.)
  - Make sure websites are mobile optimized
Impact

• Eighty-five percent (85%) of respondents indicated that they would attend or be interested in additional webinar series on emerging aspects of social media and/or mobile technology for farm businesses

• Suggested future topics
  – Research on optimal levels of SM contact (# of postings) and ideal form (FB, Twitter, Blog, email, etc.)
  – Farmers Market technology use
  – Value of offering promotions/coupons via SM
  – SM tool basics – getting started with FB, Twitter, creating QR codes, video creation/YouTube, Google+, etc.
Future Plans

• 2-day Social Media Boot Camps for Ag Businesses

• 2013 Social Media & Mobile Tech for Ag Businesses Webinar Series

• National Social Media & Mobile Tech for Ag Businesses Conference