

## Multiple virtual platforms extend the reach of Water Wednesday

Water Wednesday is a collaborative multi-county extension program that addresses water quality protection and water conservation practices. This educational series offers weekly 45-minute live webinars hosted on Zoom and broadcasted to Facebook Live. The webinar recordings are shared on other social media platforms including YouTube, University of Florida blogs, and the Water Wednesday webpage for later viewing. Topics in this water series ranged from Florida-Friendly Landscaping principles to stormwater management and springs protection. This program is cross promoted by co-hosting the events on Facebook pages from multiple counties in the UF/IFAS Extension Central District. From May 2019 to November 2021, we conducted 46 webinars with 965 group participants from Zoom and Facebook Live. The webinar recordings reached 9,440 views on Facebook and 3,100 views on YouTube. The post program surveys (n=192) indicated that 80% attended Water Wednesday on Zoom, 15% joined by Facebook livestream, and 3% watched the recordings on YouTube. The use of social media has distributed educational videos to a broader audience. However, the novelty of teaching through social media has come with challenges in evaluating practice adoption. With more empirical research on effective use of virtual teaching platforms, we will be able to track the impacts of Water Wednesday.



### Yilin Zhuang

Yilin Zhuang is the Water Resources Regional Specialized Agent in the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Extension Central District. Her Extension areas of specialization focus on integrated water resources management, with an emphasis on agricultural Best Management Practices (BMPs), utilizing technologies (e.g., small unmanned aircraft systems and soil moisture sensors) to conserve water in agricultural and urban environments, on-site wastewater treatment and disposal systems, and private well water systems. She received her PhD in Civil Engineering from University of South Florida. She is a LEED® accredited professional with a building design and construction specialty, Florida Water Star certifier, and a Small Unmanned Aircraft Systems (sUAS) pilot.



### Krista Stump

Krista Stump is the Natural Resources Agent for University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Extension Osceola County. She holds a B.S. in Chemical Engineering and an M.S. in Environmental Engineering from Purdue University. Her Extension programs address stormwater runoff, low impact development, water conservation, invasive species, and environmental literacy.