

Marketing your Extension Programs Using Social Media

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Meet your Tour Guides

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Roadmap for today

Discuss the evolving pedagogy of ***today's learner***

How to **form a strategy** to help you get your marketing off the ground

Use of **social media and graphics** to effectively market your programs

Learn the importance of **brand standards** in your marketing

POLL TIME!



Today's Learner



can adults
average of 11
consuming

hours of that
watching videos

[*2018 Nielsen Total Audience Report Data](#)

Today's Learner

**Multitasking
Experts**

Be Concise!



Elam, C., Stratton, T., & Gibson, D. D. (2007). Welcoming a new generation to college: The millennial students. Journal of College Admission, 195, 20-25.

Today's Learner

Cognitive Theory of Multimedia Learning, (Mayer, 2001)



“people learn more deeply from words and pictures than from words alone”



Cognitive Theory of Multimedia Learning

3 Assumptions

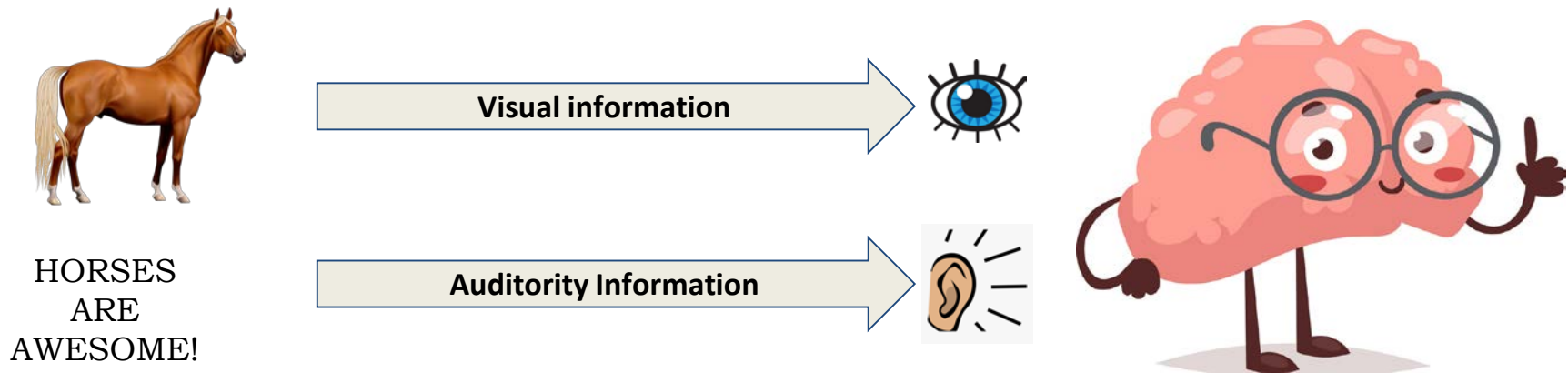
1. Dual Channels
2. Limited Capacity
3. Active Process



Cognitive Theory of Multimedia Learning

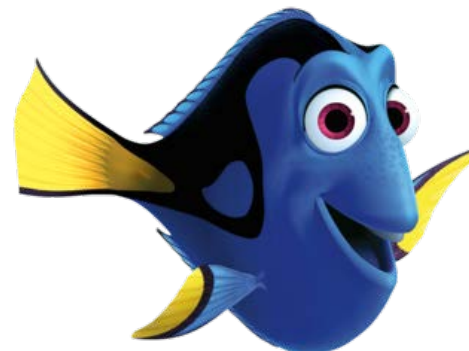
1. Dual Channels-

a. Separate channels to process visual & auditory information



Cognitive Theory of Multimedia Learning

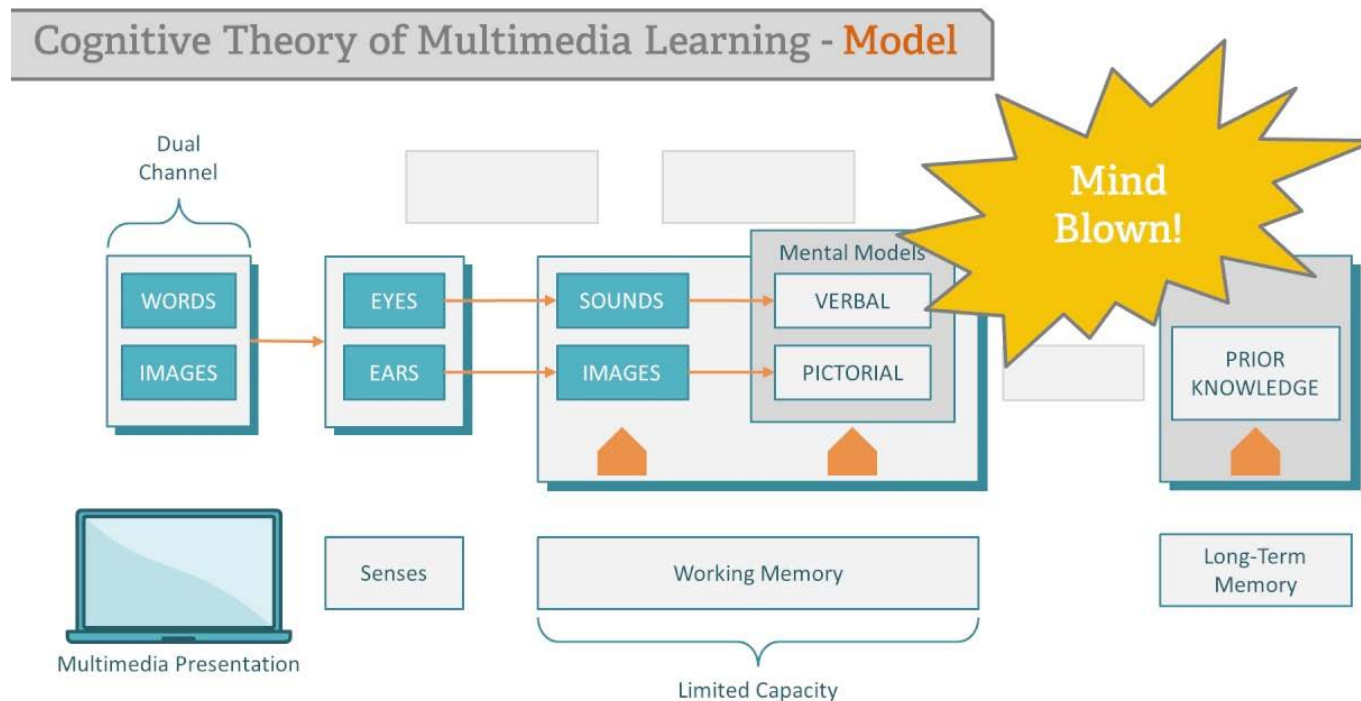
1. Dual Channels
2. Limited Capacity
 - a. Only take in so much information at once
 - i. 10 minute attention span
 - ii. Working memory- 4 things = 10-20 seconds



Cognitive Theory of Multimedia Learning

3. Helping with Active Processing

Filtering, Selecting, Organizing, Recalling, & Integrating Information



3 Phases of “Buying”

1. Discovery & Awareness

- Know they have a problem, but don’t know who can solve it
- Share your origin story...build value & brand recognition

2. Consideration

- Why can you solve the problem?

3. Decision

- Give all appropriate details
- Need to **continually** create & re-package content for “buyers” at all 3 stages



Let's talk strategy

- Why do you need one?



Creating a marketable program

- What is your audience interested in?
- What education do they need?
- How do we blend those two?



What to think about

- Demographics
- Nitty gritty of the program
 - Will additional sessions be offered
 - Will you record the sessions



The Plan

- Communication goal(s)
- Identify target audience(s)
- Platforms
- Tactics
- Timeline & budget





everydaysafilm



39

posts

162

followers

222

following

Edit your profile

Erik Lucatero

22 | South Florida

Filmmaker

Photographer

Personal IG: erik_lucatero





Social Media in a Pandemic



MSU Extension Presents:

Online - Extension Extras Parenting Hour

DATES :

5/19/20: Positive Discipline
5/26/20: Mindfulness for Children
6/2/20: RELAX—Alternatives to Anger for Parents and Caregivers
6/9/20: Importance of Outdoor Play
6/16/20: Young at Art

TIME:

8:00pm to 9:30pm

FREE

Download Zoom:

<https://zoom.us/download>

Register at:

https://msu.zoom.us/webinar/register/WN_p30WizEpScW04GmEysW9-A

For more information contact:

Courtney Aldrich
aldric82@msu.edu
(517) 552-6909



DESCRIPTION:

This free online series of parenting workshops will provide guidance for parents of young children as they navigate the challenges and concerns of parenting.

Participants may register for as few or as many workshops as they wish.

The workshops are on Tuesday evenings as follows:

5/19/20: Positive Discipline
5/26/20: Mindfulness for Children
6/2/20: RELAX—Alternatives to Anger for Parents and Caregivers
6/9/20: Importance of Outdoor Play
6/16/20: Young at Art

HOW TO REGISTER:

Register in advance for any of the webinar workshops at the following link:

https://msu.zoom.us/webinar/register/WN_p30WizEpScW04GmEysW9-A

After registering, you will receive a confirmation email containing information about joining the meeting.

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Persons with disabilities have the right to request and receive reasonable accommodations.

MSU EXTENSION'S Extension Extras Parenting Hour

Tuesday Evenings 8:00 to 9:30PM EST
May 19th through June 16th

REGISTER IN ADVANCE:
[HTTPS://BIT.LY/3DCRF50](https://bit.ly/3DCRF50)

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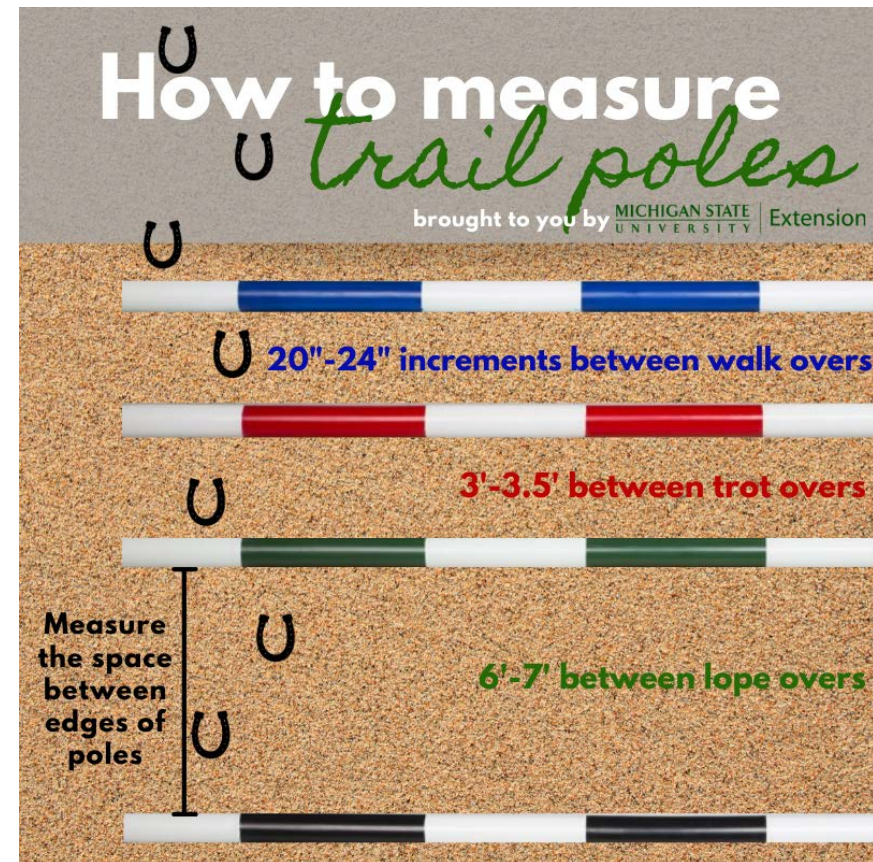
Which do you prefer?

repaired or removed. If the obstacle can't be repaired and exhibitors have already completed the course, the score for that obstacle shall be deducted from the scores of exhibitors who have completed the course and the obstacle removed.

When possible, the **trail** course should be posted at least 60 minutes before the scheduled time of the class.

Mandatory obstacles (choose three):

- Sidepass
- Ride over at least four logs or poles placed on the ground. The logs can be placed in a straight line, curved, zigzag or a combination. The recommended spacing between the logs follows:
 - Walk-overs – 20 inches to 24 inches
 - Trot-overs – 3 feet to 3 feet, 6 inches, or increments thereof
 - Lope-overs – 6 feet to 7 feet, or increments thereof
- Ride over wooden bridge. Bridge must be at least 36 inches wide and at least 6 feet long, and must be sturdy, safe, and negotiated at a walk.
- Open, pass through and close a gate. Course instructions should designate whether gate is to be negotiated as a right-hand push or pull or a left-hand push or pull, and the gate must be set up accordingly. The gate must not endanger horse or rider. If a rope gate is used, the rider

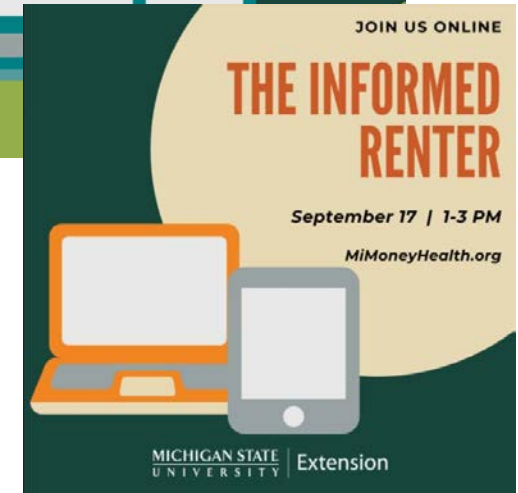
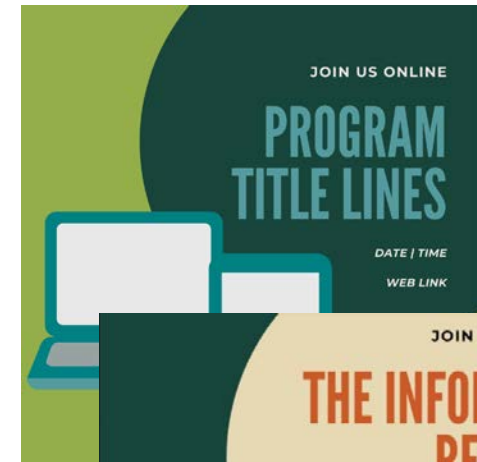
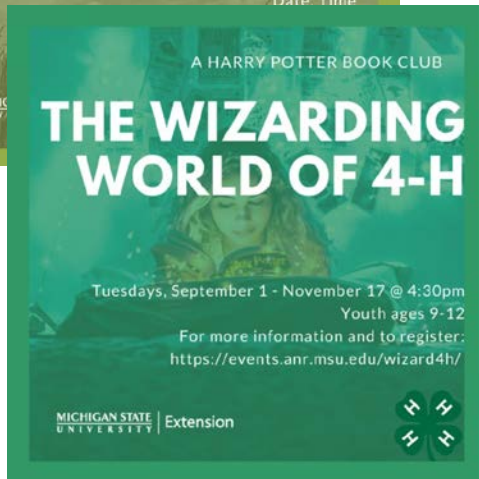


So how are people making these pretty fliers?



MSU Extension
Canva Template

MSU Extension Canva Templates






DO:

- Use a JPEG or graphic file.
- Keep it simple.
- Edit, edit, edit.
- Follow MSU Extension brand standards.
- Use copyright free images

DON'T:

- Require an extra step to follow up.
 - Use acronyms like MSUE.
 - Use a lot of words or small print.
 - Have spelling or grammatical errors.
- 

A few common errors...

Fun Friday
SCIENCE
BOUNCING KERNALS

What happens if you drop popcorn kernels into a glass of soda pop? Teach children about scientific exploration by making predictions and observations.

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LIVE FAMILY MEDITATION
1ST AND 3RD THIRD MONDAYS
THROUGH AUGUST AT 11AM

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STOCK HORSE TRAIL

Complete in any order:

VIDEO WHEREVER IS BEST FOR CLARITY/CLOSENESS

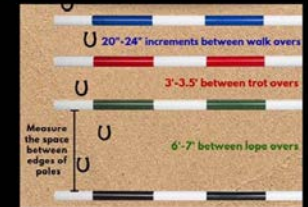
1. Walk overs (can be 2-3 natural logs or poles)
2. Trot overs (can be 2-3 natural logs or poles)
3. Back through a chute (two poles)
4. Side pass either direction once
5. Lope either lead at least once
6. Work a gate (can be a lead rope gate set up if needed)
7. Work a slicker/jacket
8. Rope a dummy, ground tie, or log drag as an additional maneuver

*set walk overs for one stride between poles

*set trot over poles for two strides between poles

*set chute for 28" wide (about two big steps)

MEASURE YOUR POLES



You are enough.

It is okay to feel overwhelmed right now. It is okay to skip a day of learning activities. It is okay to go easy on the rules. You haven't parented through a pandemic before. Love your children.

You are enough.

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for 15 youth and over. Parent permission is needed. Youth under the age of 15 must be accompanied by a parent/guardian or older sibling/friend. Michigan State University does not discriminate on the basis of race, color, national origin, sex, age, weight, disability, political beliefs, or marital status.

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Extension



A few branding errors...



PHOTOGRAPHY CAMP

SEPTEMBER 1 - 5

OPEN TO YOUTH AGES 13-19

FOR MORE INFORMATION AND TO REGISTER VISIT:

WWW.EXTENSION.MSU.EDU/PHOTOGCAMP



What is a brand and why does it matter?



Find the MSU Extension Brand Tool Kit at www.canr.msu.edu/od

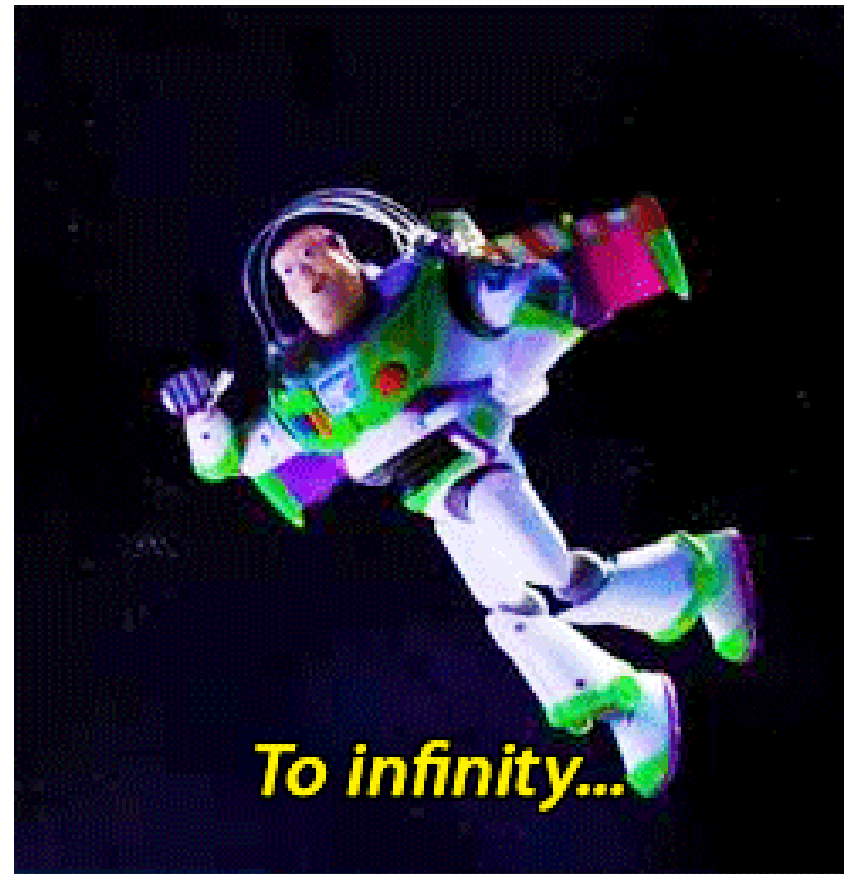
DEI in social media

- What groups are reflected in your photos?
- Royalty-free stock photo sites:
 - www.freeimages.com - www.morguefile.com
 - <http://commons.wikimedia.org> - www.compfight.com
 - <https://www.pexels.com/> - <https://stocksnap.io/>
 - <https://pixabay.com/>
- Inclusive language
 - Parents, encourage your son or daughter to take this fun class!
 - Parents and caregivers, encourage your child to take this fun class.



Going beyond your page

- Who else is reaching your audience?
- Make it easy
- Request statewide promotion:
 - <http://anrcom.msu.edu/postonsocial>



Additional social training & tools

- <https://www.canr.msu.edu/anrcom/social-media-website/>
 - Social media FAQs
 - Recorded trainings
 - Social media downloads
- Layna Anderson
 - Digital Communications Manager
 - ande1159@msu.edu



Questions?



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