

EXTENSION

FOUNDATION

Social Media Tips & Resource Sheet for EXCITE Projects

Curated 12/1/21

Quick Tips

- Don't reinvent the wheel
- Resurface/reuse content across platforms
- Use one or two platforms well
- Maximize platform features and learn to use platform analytics
- Leverage the online presence of partners/aligned organizations to share your content
- Plan - create a simple content calendar (Google Sheets works great!)
- Be consistent in posting and engage!

Social Media/Internet Research

- [Pew Research Center](#)
- [Quick Guide to Social Media Channels](#) – University of Minnesota

Social Media Educational Resources

- Extension Foundation/Connect Extension
 - [Technology in Extension Education \(TEE\) subgroup](#) (100+ blog posts, links, videos, etc.)
 - Video Resource Library – Located at the EXCITE home page
 - Using [Digital Technology in Extension Education](#) ePublication (relaunch in FlippingBook 12/15 - we'll provide a link)
 - Content Strategy Playbook – available 12/15
- Social media platform **official** blogs and **official** YouTube channels (ex: [Facebook](#), [Twitter](#), [Instagram](#), [Google Analytics](#), [YouTube](#), LinkedIn Learning, TikTok)
- [Hootsuite blog](#) and [Sprout blog](#)
- UC Berkeley Graduate School of Journalism Advanced Media Institute [Tutorials](#)

Good, Quick Reads

- [Engaging Your Social Media Audience](#) – Mississippi State University Extension
- [How to Boost Your Social Media Reach the Realistic Way \(and an Introduction\)](#)
- [Resources for Free Stock Photos, Plus: Wonderful Tutorials on Multimedia Production](#)
- Resources for [diverse stock photos](#)
- Social Media [Accessibility](#)
- [Writing tips](#) (including readability tools)
- [Twitter Guide for academics](#)
- [10 TikTok Tricks You Need to Know \(Beginners Start Here!\)](#)
- Strategies for staying current on [social media](#)
- [Setting goals on social media; creating a strategy that works for you](#)