#UF Bugs outreach and Extension using Twitter

...& using social media to improve your broader impacts on grants!

Jennifer Gillett-Kaufman
UF/IFAS Entomology & Nematology

UF | IFAS Extension
UNIVERSITY of FLORIDA
How many of you would hire a person that says

“I just don’t understand email”
What is social media?

• Networked technologies that allow people to easily share their ideas
There are more than 106 million accounts on Twitter.

Twitter asks "what's happening" and makes the answer spread across the globe to millions, immediately.

The number of Twitter users increases by 300,000 every day.

Twitter gets more than 3 billion requests each day, generated by over 180 million unique visitors.

Traffic

25% traffic comes from inside Twitter.com

75% traffic comes from outside Twitter.com
WHAT HAS MOTIVATED YOU TO “LIKE” A COMPANY, BRAND, OR ASSOCIATION ON FACEBOOK?

- 40% To receive discounts and promotions
- 39% To show my support for the company to others
- 36% To get a “freebie” (e.g., free samples, coupon)
- 34% To stay informed about the activities of a company
- 33% To get updates on future products
- 30% To get updates on upcoming sales
- 29% For fun or entertainment
- 25% To get access to exclusive content
- 22% Someone recommended it to me
- 21% To learn more about the company
- 13% For education about company topics
- 13% To interact (e.g., share ideas, provide feedback)
What do you want to represent?

• Yourself?
• Your lab?
• Your department or unit?
SOCIAL MEDIA SERVICES

If you are interested in creating a social media account, it is strongly recommended that you contact UF/IFAS social media services. All accounts should follow the policies and standards below.

Contact us to learn how we can help with your social media initiative.

SOCIAL MEDIA HELP

For assistance or questions regarding social media contact:
socialmedia@ifas.ufl.edu

Social media services include approval, registrations, account creation, training, marketing
What I did

• Realized the need for social media for our teaching lab and our department
• Sought permission from the department, IFAS, and the university
• Learned how to use Facebook and Twitter!!!
  – Lynda.com online tech site
One name to rule them all?

• For the Entomology & Nematology Department I wanted one name
  – Easy for people to remember
  – Works for multiple sites

• So if you go to YouTube, Twitter, Facebook, Pinterest or Google+ you will be able to search for UFEntomology and find our pages

• Much easier for advertising!
Come be SOCIAL with us!

Scan the codes, or look up UFEntomology on Facebook / Twitter / YouTube

UF UNIVERSITY of FLORIDA
What do people see when they look for you online?
UF/IFAS Entomology

@UFEntomology

We are the @UF @UF_IFAS Entomology & Nematology Department! RTs, links & follows don't = endorsements. #UFBugs

📍 Gainesville, FL 32611

🔗 entomology.ifas.ufl.edu

1,721 Following  6,182 Followers
Hi! I am Jennifer Gillett-Kaufman a faculty member in the @UF @UFEntomology Department & an RPCV- @PeaceCorps Morocco 98-00. I ♥ insects, mushrooms & olives!

Gainesville, Florida

entomology.ifas.ufl.edu/cv/people/gill...
Our #UFStory?? We have a few hundred extra passengers in the truck this morning! We have been catching flies at a ranch near our house every afternoon to make a new #UFbugs colony for research. @UF_IFAS
Jennifer Gillett @JGillettKaufman
Our #UFStory ??? We have a few hundred extra passengers in the truck this morning! We have been catching flies at a ranch near our house every afternoon to make a new #UFBugs colony for research. @UF_IFAS pic.twitter.com/jEOVIAsaLP

Impressions
18,745
times people saw this Tweet on Twitter

Media views
5,228
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements
520
times people interacted with this Tweet
What a way to start a day, with Research! #ifasresearch

Jennifer Gillett @JGillettKa...

Our #UFStory ??? We have a few hundred extra passengers in the truck this morning! We have been catching flies at a ranch near our house every afternoon to make a new #UFBugs colony for research. @UF_IFAS
Start Tweeting!

#UFbugs
#IFASResearch
#GatorGood
#GlobalGators
#GatorGrad

@UF
@UF_IFAS
@UF_CALS
@UFEntomology
@FloridaMuseum
@UFIFAS Entomology @UFEntomology 1h
The @floridachannel just released a report “Bad Bugs”, #UFBugs stars include Drs Hulcr, Su, & Carrillo thefloridachannel.org/videos/bad-bug... #UFBugs
Sherry Larkin @sherry_lllo... · 2h
So many good summaries of #IFASresearch

Jack M. Payne @JackPayn...
Kicking off important discussion to increase @UF_IFAS contribution to feeding the world. #GatorGood
I just made more work for myself?

- Initial time investment 10-20 hours for each site
- Daily time investment 5-10 minutes
- What about vacation?
Help yourself to some help

• Social media managers can take away some of the worry with social media

• I have used Tweetdeck and Hootsuite
Uhmm... Phrasing?

• So what do you need to think about with the content you provide?
• Should you avoid cultural references?
• Will non-relevant posts or outdated references turn away users?
If you build it...will they come?
If you build it...will they come?

• Advertising in a digital world
• Think of the ways you reach people every day

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http://entomology.ifas.ufl.edu/creatures/
#UFbugsInItaly

#GlobalGators

ALS4404

Insects in Italy

UF in FLORENCE
Come be SOCIAL with us!

Scan the codes, or look up UFEntomology on Facebook / Twitter / YouTube

[QR Codes]

[UF Logo]

[University of Florida Logo]
Hello Google!

• The more you post on Twitter and Facebook the higher you will be ranked by Google and other search engines

• Both of these sites have a place on your profile page to add your web address

• This cross posting also adds value for Internet searches
Be the first of your friends to like this post.
Follow me!

• If you want followers provide good content!

• Engage regularly with peer organizations on social media

• Like other peoples posts and retweet their content

• Follow peers, students, and peer institutions

• Don’t beg for followers
Any questions?

Twitter: @JGillettKaufman @UFEntomology @UFNATL @UrbanIPMtweets