A&E Social Media Success

Before you start:
- Who is your audience?
- What content do they want and need from you?
- What social media platform(s) do they primarily use?
- What time and resources do you have to consistently gather, schedule, post and monitor content?
- Have you added MU Extension as an admin?
- Are you familiar with MU social media guidelines? bit.ly/mizzousocial

Content:
- Share MU Extension publications, news, events, projects, facts, accomplishments
- Include photos and videos!
- Tie content to current events and issues when you can
    - When tragic national or international events occur, show respect by pausing social media efforts
- When composing posts, say the most important thing first, and use as few words as possible

- Share and retweet posts from A&E, MU Extension, and other relevant accounts
- It's OK to share non-extension content as long as it is congruent with Extension's mission and is from a trusted source (ex. MDA, local newspapers, local partners and community agencies)
- It's NOT OK to promote local businesses, churches, or unrelated community happenings
- Use hashtags when they are applicable. Program-wide hashtags are: #ExtendMU #2xAg2030

Process:
- Try to post 3 times/week, consistently. If you don't have enough content, share or repurpose content from the A&E and MU Extension pages.
    - If content has high engagement, feel free to post more often, but avoid more than 1 post/day on Facebook. More than 1/day is OK on Twitter
- Plan posts ahead of time, so all you have to do is copy, paste, and attach photos

Accessibility:
- All necessary details should be in the caption of the photo– never rely on a graphic for essential info
- Graphics could only contain minimal text
- Use alt text on photos

Engage & promote:
- Follow others to get more followers
- Tag relevant partners in posts. Regularly share, like and comment on their posts, too
- Include your social media info in email signatures, PowerPoint presentations, handouts, videos, webpages, etc.
- Reach out to A&E communications directly to have posts amplified by A&E accounts
- See conflicting or inconsistent information? Email us

Monitor analytics:
- What posts do well and which bomb?
- Who is engaging most with your content?
- When do people view your posts?
- Use the answers to curate future content.

Extension
University of Missouri

Questions? Contact aecomms@missouri.edu