Increasing Impact via Newsfeed: A Model for Research to Practice

Brian E. Myers  Catherine W. Shoulders  Marshall A. Baker
Where we are now...

Teachers have questions

Research has solutions
So we started...
So we started…
So we started…

Set a Goal

Find your Team

Identify your Audience

Create your “Home Base”

Create Sharing Accounts

Establish a Publishing Calendar

Produce Content

Build Your Following
What need are you trying to fill?

Raise awareness of an important issue

Improve transparency of agricultural producers

What is important to you?
Each person has a role
Helps manage the load
People you like to work with

Find Your Team
This will drive your program goals

Lack of focused target audience = lack of impact

Identify your Audience
Place to house all elements of campaign

See who is truly engaging

Ease in posting to various sharing accounts

Owl Pellets uses Wordpress.com

Create your “Home Base”
Create Sharing Accounts

This is how most people will see your material.

What social media platforms does your audience use?

Owl Pellets uses Podbean, Facebook, Twitter, Instagram, and YouTube.
Keeps people engaged.

What will be posted

Who will post it

Owl Pellets Calendar:
Mon: Infographics
Tues: Podcast
Wed: Resource Roundup
Thurs: Engagement Post
Fri: Owl in Action

Establish a Publishing Calendar
Podcasts
Interviews?
Debates?

Infographics
Clear & Concise

Audience Engagement

Video
Live?
Prerecorded?

Produce Content
Post often...
...but not *too* often

Regular publishing schedule

Share it with others

Share others’ work too

Build Your Following
So we started…

Tracking Impact
Thank You!