

Target audience:

The target audience for this social media plan consists of students of an age range from high school freshmen to college sophomores. This allows K-State agricultural education to target their messages to those who are most likely to be making college and career decisions.

Objectives

1. Increase K-State agricultural education's social media followership as follows:
 - Facebook - 5,000 followers
 - Twitter - 1,000 followers
 - Instagram - 500 followers
 - Wordpress - 500 followers
2. Interact with students online by facilitating two-way interaction on social media, which can be measured by likes, shares, comments, replies, retweets, favorites, etc.
3. Increase awareness of departmental recruitment events by posting about them on social media.
4. Build rapport with students by tagging and interacting with them on social media when appropriate.
5. Increase awareness of opportunities with a agricultural education degree and the role of an agricultural educator by including current agricultural education majors and industry professionals in social media posts.

Social media platforms:

Facebook:

- Remains the most popular social media platform in number of users. Therefore, students are most likely to at least have a Facebook profile
- Allows for many different forms of media, including both short and lengthier pieces of text, photos, hyperlinks, videos and more
- Can connect with others through hashtags and tagging individuals and organizations
- Can create events, which is useful for recruitment activities
- Can maintain albums, such as "Tagged to Teach Ag," recruitment events and current student activity photos

Twitter:

- Users tend to use the sight more frequently, so they are likely to see a tweet
- Tweets can be very short, which also encourages users to scroll through their newsfeed on mobile devices
- Gaining followers is likely, due to the use of hashags and users' tendency to retweet and utilize Twitter handles
- Can easily add links, photos and videos
- Ideal for in-the-moment posts during events

Instagram:

- Is gaining popularity, especially among users in this age group
- Is very visual, utilizing photos and videos with just short text captions
- Easily used on mobile devices
- Could be a good resource for "Tagged to Teach Ag" photos

Wordpress

- Blogs can include photos, videos and links

- Use of key words can allow internet searches to lead to the blog to gain additional readers
- Student interns and other current students can post to the blog, allowing followers to learn more about the experiences of an agricultural education major

Timeline:

June through August

- Utilize Facebook as a means to share information about the major, using infographics.
- Feature a current student each week, where they share how they are spending the summer and what part of their coming semester in agricultural education they are most looking forward to.

September through December

- Post relevant news and updates as it comes available via links on Facebook and Twitter.
- Share photos of recruitment events on Instagram and Facebook.
- Tweet updates during events on Twitter.
- Share weekly Tagged to Teach Ag student photos on Instagram and Facebook.

September

- Share a photo of a Kansas agriculture teacher with a positive quote from each about teaching in celebration of National Teach Ag Day on Instagram and Facebook

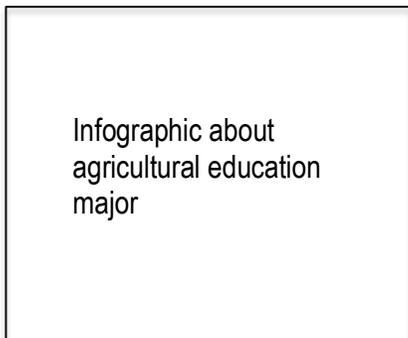
January through May

- Student interns rotate to create weekly blog posts sharing their experiences student teaching.
- Post relevant news and updates as it comes available via links on Facebook and Twitter.
- Share photos of recruitment events on Instagram and Facebook.
- Tweet updates during events on Twitter.
- Share weekly Tagged to Teach Ag student photos on Instagram and Facebook.

Sample posts:

Facebook:

This week, we are enrolling a new class of agricultural education students! Check out this infographic to learn more about the major.



Summer student update

Meet ____, a senior in agricultural education. ____ is most looking forward to spending time in the classroom as a student teacher this year.

Photo of student

Twitter:

Stop by the #icecream social at @KansasFFA State CDEs today!

Did you know there's a national shortage of #AgEd teachers? Learn more at www.naae.org/teachag/

Instagram:

Mr. Weis teaches agriculture at Ell-Saline High School. He says his favorite aspect of teaching is "... #NationalTeachAgDay

Photo of Ag teacher

Stop by the #AgEd Club booth at the @KStateAg Watermelon Feed today!

Photo of booth

Wordpress:

Check out this video, where ___ shares with us his favorite experience from student teaching so far this semester.

Video update from student

This week, ___ and the ___ High School horticulture class finished planting in the program's greenhouse! Check out the photos.

Photo of students in the greenhouse

Photo of students in the greenhouse

Photo of students in the greenhouse