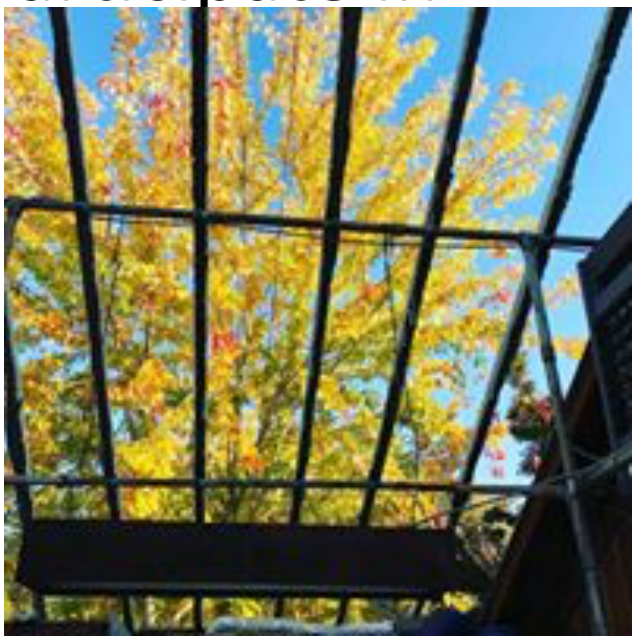
Social Media for Master Gardeners

(Facebook, Twitter and Instagram)

What is Social Media?

- Websites and applications that enable the users to create and share content or to participate in social networking.



What are the Benefits?

- Educate the community.
- Inform the public on Master Gardeners events.
- Increase interest in the Master Gardeners Program.

What are the Challenges?

- Comfort level.
- Time requirement.
- Ensuring content is appropriate.

WSU Concerns

- Maintaining a consistent message and brand image.
- Visitors can post or reply to messages that are visible to the public.
- Misrepresentation of the Univer

Manage Concerns

- Create a plan for social media content.
- Respond quickly to adverse post and replies.
- Do not post inappropriate material.
- Identifying as a Master Gardener.

Promote MGs on SM

- Facebook
  - Posts
  - Likes
  - Shares

Promote MGs on SM

- Twitter
  - #?
  - Trending?
  - Retweet?
  - Follow?

Promote MGs on SM

- Instagram
  - Social Media based on Photos that you post.
  - Similar to Twitter.

Future Plans

- Create content to share.
- Diagnostic Clinic FAQs.
- Greenhouse updates prior to Plant Sale.
- Seasonal info
- Hortsense/Pestsence info with links.
- Short videos

Yakima Master Gardeners @mgyakima @yakimamastergardeners

FOLLOW US ON SOCIAL MEDIA

Yakima County Master Gardeners