

COWLITZ COUNTY EXTENSION EDUCATOR

MAY 2019

When Mowing Remember the “1/3
rule”

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Mark Your Calendars

Dial gauges can be tested on **June 11, and June 27, 10:00 – 12:00 am** for **\$5.00** at the WSU Extension office located at 1946 Third Avenue, Longview. For more information, contact Carlee Dowell at 577-3014 Ext 0 or DowellC@co.cowlitz.wa.us.

Person in Charge Training- is a 4- hour workshop to help shift leaders, managers, supervisors, and owners meet Washington state food safety regulations. **August 14th, 2019 12:30 pm– 4:30 pm** and **November 7th, 2019 8:30 am—12:30 pm** for **\$25.00** at the WSU Extension office located at 1946 Third Avenue, Longview.

WSU Extension

Cowlitz County

360-577-3014

1946 3rd Ave.

Longview, WA 98632



Cowlitz County

WASHINGTON STATE UNIVERSITY
EXTENSION



Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office

When Mowing Remember the “1/3 rule”

Question: We are having a difficult time keeping the lawn mowed. The grass is growing so fast that we have to mow twice a week. We are wondering if we can simply mow our lawn really short so we won't have to mow as often.

Answer: Lowering the mowing height has little impact on the overall aesthetics that drive mowing decisions. Grass blades grow from the “crown” that rests on the soil surface, so grass plants grow from the bottom up. Thus, the growth rate of grass blades has little to do with the length of the blades. The judgment that a lawn “needs mowing” is generally based on an appearance of uneven growth, not on a measurement of blade length. Since grass plants grow at more or less the same rate regardless of blade length, a short-cut lawn develops an uneven appearance as quickly as a long-cut lawn.

This is the time of year when all of our cool season grasses including fescues, bent grass and perennial ryegrass grow best. It is not unusual for a properly fertilized lawn to require twice-a-week mowing in order to follow the “1/3 rule:” no more than 1/3 of the blade should be removed during mowing.



When Mowing Remember the “1/3 rule” Cont.

The 1/3 rule is based on reducing turf grass stress associated with “carbohydrate partitioning.” If grass plants lack a continuous supply of carbohydrates sufficient to support normal plant functions, the plants shift carbohydrates away from root growth to support re-growth of the blades, the carbohydrate source. Lowering the mowing height reduces leaf area for photosynthesis, which ultimately results in a reduction in root growth. To maximize root growth, the recommended mowing height for cool season grasses is 2 to 2.5 inches for the average home lawn. Mowing at regular intervals will promote a healthier turf grass.

If the lawn is mowed too high, matted thatch will build up at the soil surface. Excess thatch prevents water, air, and plant nutrients from penetrating the soil, can harbor insect populations and may cause the lawn to turn brown.

By :Gary Fredricks
, County Director, Community Development,
Small Farm Management, and Master Gardeners



3 EASY TIPS FOR CREATING EFFECTIVE SOCIAL MEDIA CONTENT

One of the most common areas of concern and focus for the business owners I meet with is how to manage their social media campaigns more efficiently. Below are 5 quick and relatively easy tips to help your social media marketing be more effective and less costly for you. Let's get right to it.

TIP # 1: **USE YOUR KEYWORDS**

I think most of us have heard about 'keywords' – that they are somehow the most important first things to know in social media marketing. WELL... they sort of are! It's about putting out the right bait to 'catch' the right customer.

What is a Keyword?

According to Merriam-Webster, a keyword is “a significant word from a title or document used especially as an index to content.” Amazingly, it was first used in 1762!



SHORT TAILED KEYWORDS

Nouns or noun clusters are short tailed keywords. For example:

If you are a florist:

“Longview, Washington florist” “best Longview florist,” “Florist in Longview, Washington” “Flower Shop Longview,” “Same Day Flower Delivery Longview,” “Flower Delivery Longview” “Flower shop in Longview, WA” and “Longview, Washington Flower Shop” “Wedding Flowers Longview, Washington” “Mother’s Day Flowers Longview Washington,” “Funeral flowers Longview, Washington”

LONG TAILED KEYWORDS

A long tailed keyword is a question or a statement.

Using the florist example:

3 EASY TIPS FOR CREATING EFFECTIVE SOCIAL MEDIA CONTENT Cont.

Where can I get the best Mother's Day flowers? Which flowers are in season for a Fall wedding? How can I save money on my wedding flowers? 7 Great Tips for Selecting Mother's Day Flowers 3 Insanely Smart Tips to Help You Plan Your Proposal What Are the Meanings of the Different Colors of Roses? 5 Most Popular Summer Flowers

HOW DO YOU FIND YOUR KEYWORDS?

Use either of these websites to find your words:

<https://keywordseverywhere.com/>

<https://www.wordstream.com/keyword-niche-finder>

Once you have identified the key words you want to use you may want to create an excel spreadsheet of your words. Enter one keyword on each line of your spreadsheet going from top to bottom. Put the date you used this set in the column to the right of the keywords.

As you write, you will see which words you have used and which you still need to use. When you are writing social media and website content, you need to be able to link the concepts/ideas of at least 2 short tailed keywords or base your article on 1 long tailed keyword.

Bonus points if you use 3 short tailed keywords or 2 long tailed keywords IF IT MAKES SENSE!!!!

Reflexology 16-Jan

reflexology foot 23-Jan

reflexology chart 30-Jan

reflexology hand 6-Feb

reflexology massage 23-Jan

integrated reflexology 16-Jan

reflexology points 30-Jan

reflexology ear 13-Feb

3 EASY TIPS FOR CREATING EFFECTIVE SOCIAL MEDIA CONTENT Cont.

reflexology face 20-Feb
 reflexology course 27-Feb
 reflexology school 7-Mar

TIP #2: **POST NEW CONTENT BOTH ONSITE (YOUR WEBSITE) AND OFF-SITE (SOCIAL MEDIA)**



BALANCED POSTING MEANS...

That within any 7 day period, you post new content onsite which means on your website (e.g., add a new blog post or new web page) and new off-site content such as a Facebook note or a LinkedIn Update.

Pick a particular day and a particular time of day to post. For instance, since a blog post can be indexed by Google in 48 hours, post here first. You might post Tuesday at lunch on your blog and Thursday at 5 (to catch those who check Facebook at dinner time) on Facebook. Be consistent—whatever days and times you select. This routine also makes it easier for you to budget your time to keep your social media marketing effort current and vital.

Google used to require weekly postings but seems to have eased off: so long as you post once each month on your website and once each month off-site,

TIP #3: **WRITE IN A 4 TO 1 RATIO**

Write 4 Articles which have INformation.

Write “edu-tainment”—information which entertains and educates. If you are florist, write about how to save money by selecting flowers which are in season (rather than being shipped in from deepest, darkest Peru). This will promote interest in your con-

3 EASY TIPS FOR CREATING EFFECTIVE SOCIAL MEDIA CONTENT Cont.

tent by surfers and searchers.

Write 1 Article which has MEformation.

“MEformation” tells your reader that YOU are the best place to get flowers for their wedding. This ratio of 4 INformation articles for every 1 MEformation will add credibility and avoid being categorized as self-promoting. The emphasis here is on adding valuable content to the web ecosystem – this earns more credit in search results more than shameless self-promotion.

RECYCLING: IT’S NOT JUST FOR BOTTLES...

After you write 1 article, prepare it for the other location. If you wrote your blog post first, then write a Facebook note. Change the title of the blog post. Change the first paragraph or the first 25%. Then you can post on Facebook and you haven’t written 2 completely different articles. This will save you lots of time and make your social media marketing efforts less daunting.

Bonus Tips:

Word Count: 200 words for blog post, Facebook note, or LinkedIn Update is the goal but... Google wants 100-500 words in each article. Google will not give you credit for writing if the article has fewer than 100 words.

Write in 12th grade English.

Be on the lookout for great ideas – listen to the radio; watch posted videos to get ideas and inspiration to feed your writings.

Social Media Marketing is merely MARKETING today! The great news is there are many options to control your messages and target your audience. The key is to become a consistent student and user of the tools and art.

This article was prepared by Jerry Petrick, MBA, SPHR, and Certified Business Advisor with the WSU Small Business Development Center (SBDC). Jerry provides no-cost, confidential business advisory services by appointment. He can be reached via email jerry.petrick@wsbdc.org