

## JUNE 2018: NEWS AND UPDATES



## Monthly Extension Marketing and Communications Newsletter



## Local marketing plan support on the way

We will soon launch a "Building an Effective Marketing Plan" initiative for our centers and programs. This process will help your teams become more strategic, successful marketers while focusing on local goals. We're finalizing the details and targeting a statewide introduction by late summer or early fall.

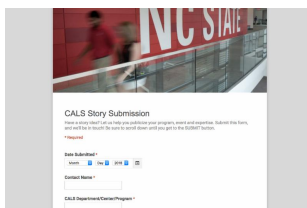
[Learn More »](#)



## Spread the Word: New marketing templates in the works

Our team is making progress on a new series of Extension branded marketing templates – brochures, cards, fliers, reports and more. The materials will be Microsoft Word files that you can localize with text and images. Our goal is to provide you with tools that are more accessible and easier to use, while continuing to support a strong, unified brand across Extension. The first templates should be available in July.

*More to Come Soon!*






## Share your stories and events

CALS wants to help publicize your stories, announcements and events. The CALS Comm. team regularly shares updates with stakeholders through web features, weekly newsletters, CALS Magazine and social media. Please consider sharing details about your efforts via resources like the [Story Submission](#) and [Events Calendar](#) forms.

[Learn More »](#)

## Which social media platforms are best for you? (Part I)

| Channels               |  |  |   |
|------------------------|--|--|---|
|                        |  Facebook<br>Where we connect   |  Twitter<br>Where we converse   |  Instagram<br>Where we inspire   |
| <b>Audience</b>        | <ul style="list-style-type: none"> <li>79% of Americans use it</li> <li>Majority of users are 25-44 (25/35/55)</li> <li>Most important social platform according to marketers (Social Media Examiner)</li> <li><small>*Source is 2016 survey unless otherwise noted</small></li> </ul> | <ul style="list-style-type: none"> <li>36% of Americans aged 18-29 are users (Hootsuite)</li> <li>Users engage via mobile primarily</li> <li>74% of users access news</li> <li><small>*Source is Hootsuite unless otherwise noted</small></li> </ul> | <ul style="list-style-type: none"> <li>32% of Americans</li> <li>Most popular with 18-34 year olds</li> <li>Photos with faces get 38% more likes</li> <li><small>*Source is Social Spark</small></li> </ul> |
| <b>Use it to...</b>    | <ul style="list-style-type: none"> <li>Build influence</li> <li>Become an authority</li> </ul>   | <ul style="list-style-type: none"> <li>Build relationships</li> <li>Start conversations</li> <li>Manage a crisis</li> </ul>  | <ul style="list-style-type: none"> <li>Visually bring the brand to life</li> </ul>  |
| <b>Best for...</b>     | <ul style="list-style-type: none"> <li>Event promotion</li> <li>Short videos</li> <li>Educational content</li> <li>Announcements</li> <li>Customer Service</li> </ul>  | <ul style="list-style-type: none"> <li>Customer service</li> <li>News</li> <li>Event announcements or links</li> <li>Video (gets more retweets)</li> </ul>   | <ul style="list-style-type: none"> <li>Inspirational, highly visual images and short videos</li> <li>Event coverage and behind-the-scenes looks</li> <li>Hashtagged and/or geo-tagged posts</li> </ul>      |
| <b>When to post...</b> | <ul style="list-style-type: none"> <li>Post between 1 and 3 pm on Thursday or Friday or any day during evening hours</li> </ul>  | <ul style="list-style-type: none"> <li>Post late afternoon to early evening and on weekends</li> </ul>   | <ul style="list-style-type: none"> <li>Post between 3 and 5 pm on Wednesday or Thursday or any day during evening hours.</li> </ul>   |

[Click image to view online \(PDF\)](#)

We're currently exploring options and planning to develop a variety of new social media resources for Extension employees, such as sample posts/templates, hashtags, image assets and account guidelines.

This effort would also connect to the [Building an Effective Marketing Plan program](#), which will include training and professional development components to help employees implement their new marketing strategies. *Stay tuned!*

LOOKING FOR EXTENSION BRAND INFO?  
[go.ncsu.edu/ExtensionBrand](http://go.ncsu.edu/ExtensionBrand)

Sampling of guidelines and tools for everyday topics:

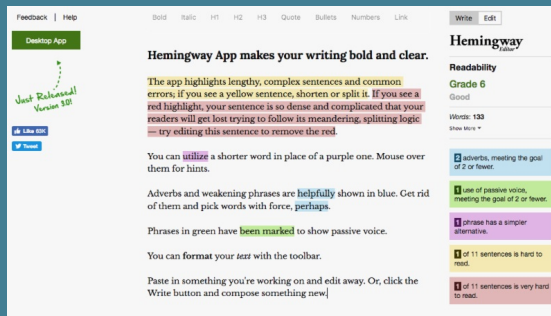
- Email signature format ([County](#)) ([Campus](#))
- Required statements ([County](#)) ([Campus](#))
- Constant Contact templates ([County](#)) ([Campus](#))
- [Icons toolbox](#)

### Submit Your Shirt Orders!

CEDs and DELs – the deadline to submit orders for your teams' new Columbia shirts was JUNE 22. We can process orders from folks who may have experienced issues **until the end of this week**, so place group orders via your S&S Activewear accounts as soon as possible – *only 1 order per center/department.*



## Cool Tech Tool: Hemingway Editor



A free proofreader and copy editor in one, Hemingway Editor helps you write more clearly and succinctly. Paste any text into the form (no clicks or sign-up required) and follow the color-coded feedback to quickly improve your messaging and materials.

[Check It Out »](#)

## Help NC State Map Your Successes

University Communications is looking for examples of how NC State has made valuable, lasting impacts in every county. Stories that are selected will be featured in a new interactive map tool online that highlights the university's county connections.



Examples could convey a client success, industry innovation or anything that demonstrates how NC State and Extension are growing our communities and economies. Even if your NC State story is related to another college, athletics, the alum next door, or other Wolfpack experiences, they want to know about it!

Submit story ideas to Tim Peeler at [tim\\_peeler@ncsu.edu](mailto:tim_peeler@ncsu.edu). If possible, include a related image that represents your county – like a landmark or sign – along with a brief description of the connection to NC State. Please submit recommendations by **JULY 6**.

### Additional Resources

- » [County Signage and Promos](#)
- » [Extension Annual Report | Stats and Strengths](#)
- » [Ordering Extension Publications](#)
- » [Photo Resources and Galleries](#)



NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension.

NC State and N.C. A&T are collectively committed to positive action to secure equal opportunity and prohibit discrimination and harassment regardless of age, color, disability, family and marital status, gender identity, genetic information, national origin, political beliefs, race, religion, sex (including pregnancy), sexual orientation and veteran status.