

# TWITTER TIPS FROM THE TRENCHES

JASON DE KOFF (@TSUBIOENERGY) TENNESSEE STATE UNIVERSITY

IN-SERVICE TRAINING

MARCH 15, 2016

# INTRODUCTION

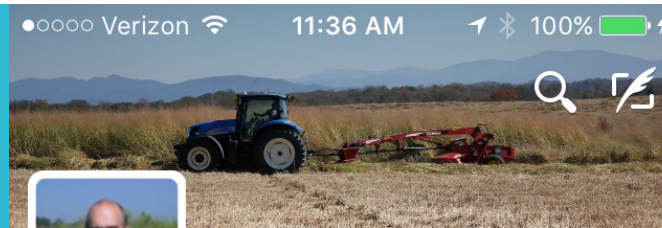
- The account
- The hashtag
- The tweet



**Ag Extension** @TSUBioenergy 5/27/15  
Though it looks like an episode of #BreakingBad, we are shooting video today on how to make biodiesel. #advancingTN



2



Edit profile

## Ag Extension

@TSUBioenergy

Dr. Jason de Koff, Assistant Professor in Agriculture

Tennessee State University

[tnstate.edu/faculty/jdekof...](http://tnstate.edu/faculty/jdekof...)

146 FOLLOWING

404 FOLLOWERS

Tweets

Media

Likes



**Ag Extension** @TSUBioenergy 2d

Our next Environmental Sciences seminar is next week!  
@USDA\_NRCS @TSUResearch @SustainNash



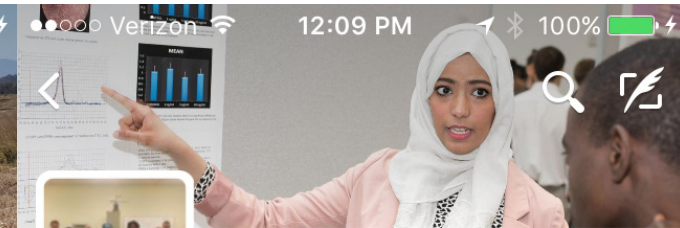
Home

Notifications

Moments

Messages

Me



+ Follow

## TSUResearch

@TSUResearch **FOLLOWS YOU**

Science news, links, and conversation from the Office of Research and Sponsored Programs at Tennessee State University. RT's/mentions are not an endorsement.

Nashville, TN

[tnstate.edu/research](http://tnstate.edu/research)

1,528 FOLLOWING

232 FOLLOWERS

Tweets

Media

Likes

TSUResearch Retweeted



**Tennessee State Univ** @TS... 2/26/16

The U.S. Department of Health and Human Services hosts the 2016 "Getting Back 2 Business" Wednesday, March 16, 2016.



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## EIGHT ESSENTIAL ELEMENTS

- Personalize your bio
- Post tweets regularly, but not too regularly
- Use images and links to accentuate your information
- Engage in two-way communication
- Tag others in your tweets
- Promote your Twitter account
- Let your personality shine
- Join Twitter discussions



## TWEETING REGULARLY

- Shoot for an original post, once a day (5 days per week)
- Too much of a good thing...



## IMAGES AND LINKS

- Images draw people in
  - Use Snapseed
  - Use 16:9
- Links take them to more information




**Ag Extension** @TSUBioenergy 2/12/16


Start thinking about pruning those fruit trees! We've got a video for that! @TNAgriculture  
[m.youtube.com/watch?v=ZSIOH6...](https://m.youtube.com/watch?v=ZSIOH6...)





# ENGAGE IN TWO-WAY COMMUNICATION

- No one likes a show off

 **Misty Gatlin** @MistyGatlin 2d  
Anybody know what kind it is? We are thinking rat or chicken snake....  
[instagram.com/p/BCIExMYiSvgs...](https://www.instagram.com/p/BCIExMYiSvgs...)

 **David Steen, Ph.D.** @AlongsideWild 1d  
Earth Snake (D). Ask me first next time? Follow to learn more! Spread word - happy to answer #snake & #wildlife Qs #WildID. @MistyGatlin

 **Science Is OK** @\_SciencelsOK 2d  
We found this is the backyard today. Can anyone tell me what kind of snake this is? OU Department of Biology?? [fb.me/8fqRKATpE](https://fb.me/8fqRKATpE)

 **David Steen, Ph.D.** @AlongsideWild  
Brown Snake (A). Spread the word - happy to answer #snake & #wildlife Qs #WildID @\_SciencelsOK

3/5/16, 4:46 PM

1 RETWEET 3 LIKES

# TAG OTHERS IN YOUR TWEETS



**Ag Extension** @TSUBioenergy 2/26/16

Had a great time demonstrating ethanol production at Overton High School yesterday!

@MetroSchools @overton\_ffa



↩️ ↻️ 3 ❤️ 4 📊



**Ag Extension** @TSUBioenergy 2/25/16

Our bioenergy activity for youth is now on YouTube!

[m.youtube.com/watch?v=JBUubS...](https://m.youtube.com/watch?v=JBUubS...)

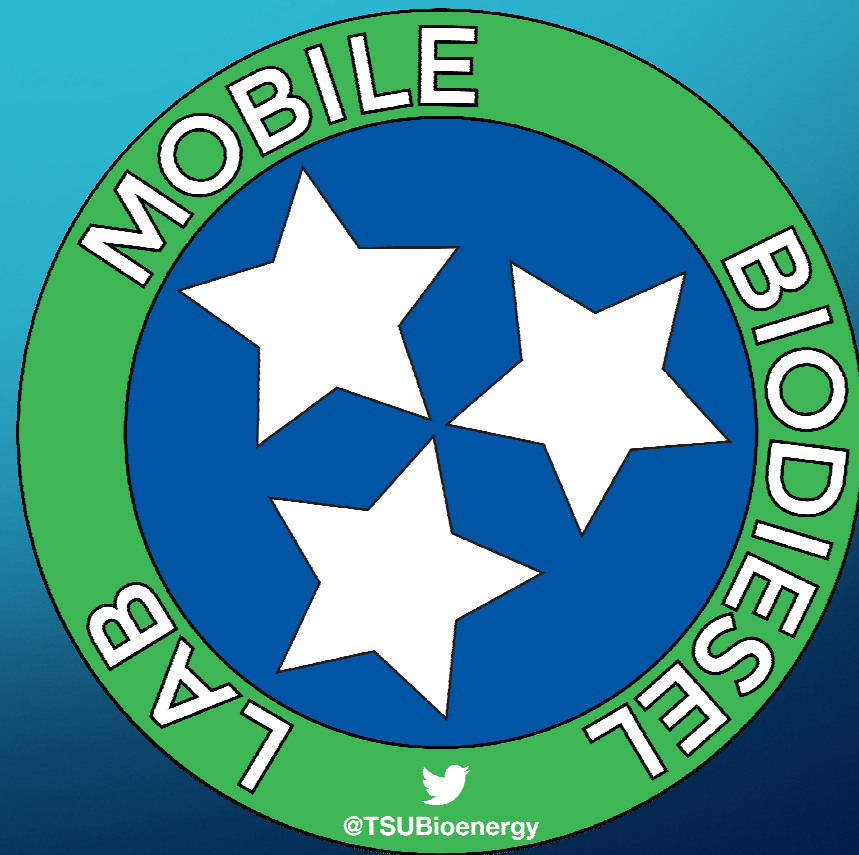
@tnffa @4H @NationalFFA



↩️ ↻️ ❤️ 2 📊

# PROMOTE YOUR TWITTER ACCOUNT

- Email signature
- Business card
- Presentations





# LET YOUR PERSONALITY SHINE



**Ag Extension** @TSUBioenergy 10/19/15

You can see my daughter knows the importance of soil. Now she needs to work on her horizon development 😊

@SSSA\_soils



**Ag Extension** @TSUBioenergy 11/12/14

Canola has been considered as a forage crop. It looks like a groundhog has tested this theory. #agchat #agedu #agnerd



# JOIN TWITTER DISCUSSIONS

- Increases your interaction with others
- Discuss ag related topics
- Add followers

#teachagchat

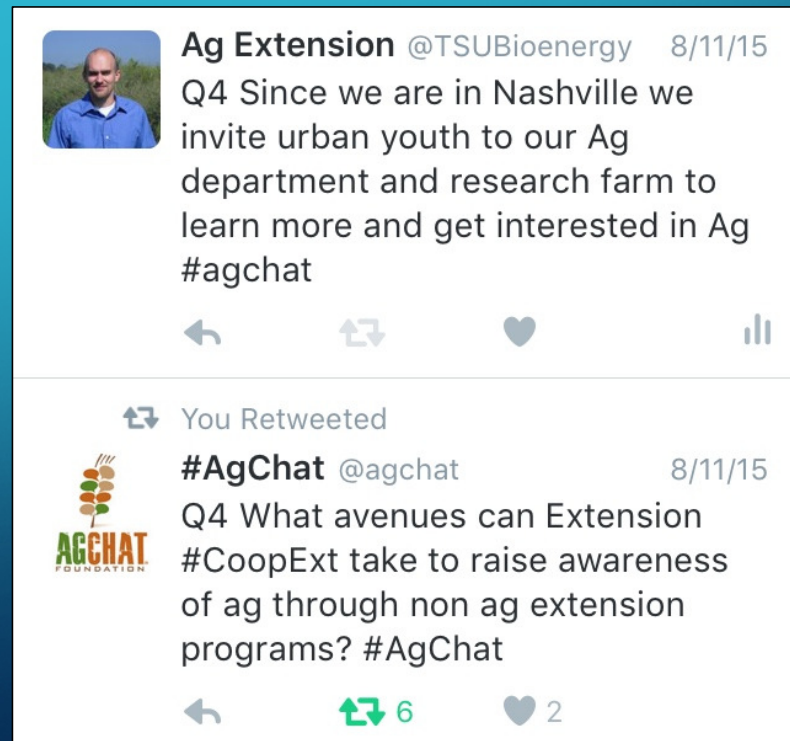
Every other Thursday

7-8PM CST

#agchat

Every Tuesday

7-8PM CST



The screenshot shows a Twitter thread. The top tweet is from **Ag Extension @TSUBioenergy**, dated 8/11/15. The text of the tweet is: "Q4 Since we are in Nashville we invite urban youth to our Ag department and research farm to learn more and get interested in Ag #agchat". Below the tweet are icons for reply, retweet, like, and a share icon.

The bottom tweet is a retweet, indicated by a retweet icon and the text "You Retweeted". It is from **#AgChat @agchat**, dated 8/11/15. The text of the tweet is: "Q4 What avenues can Extension #CoopExt take to raise awareness of ag through non ag extension programs? #AgChat". Below this tweet are icons for reply, retweet (with a green checkmark and the number 6), and like (with a heart icon and the number 2).

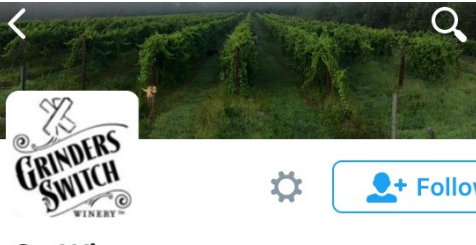
## HOW DOES ALL OF THIS HELP YOU DO YOUR JOB?

- Promote your programs and materials
- Increase engagement
- Create an online community
- Be the go-to place online for information about your county
- Reach youth and parents
- Reach a wider audience



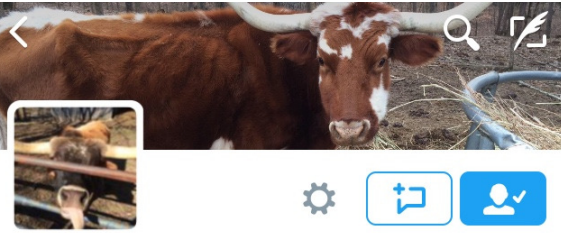
**Ryan Bright**  
@Farmerbright

Dairy farmer, dad, daydreamer, secret age cows [goo.gl/c7AF0t](http://goo.gl/c7AF0t) and author! [goo.gl/](http://goo.gl/)



**Gs Winery**  
@GSWinery

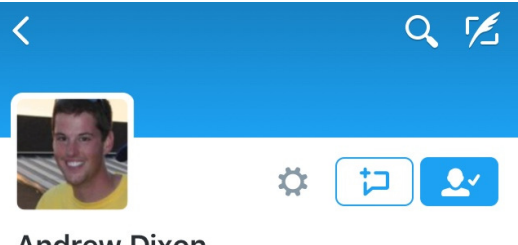
Small-town winery in middle Tennessee offering award-winning hand crafted wine. Tasting rooms in Centerville, Tn and at



**Circle J Ranch**  
@CircleJRanch **FOLLOWS YOU**

Farmer Veteran and supporter of other Farmer Veterans

Middle Tennessee [tnbeef.net](http://tnbeef.net)



**Andrew Dixon**  
@adixon250 **FOLLOWS YOU**

I'm a Christian and a 4th generation farmer. My family and I have a row crop operation and run a corn maze and pumpkin patch in



**Robert Elliott**  
@AGR\_922

7th Generation Family Farmer and Advocate for Agriculture. Agronomist, Precision Ag Specialist and Crop Consultant. 2016 TN Farm Bureau YFR Chairman

Tennessee



**Niswander Farms**  
@NiswanderFarms

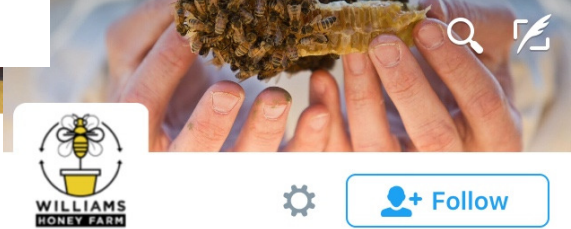
First generation, family, black Angus, cow calf farm/ranch striving to make a difference in agriculture doing what we love.

Southern Middle TN



**Dwayne Mathis**  
@dwayne\_mathis

Mathis Cattle Co. Go Vols!!



**Williams Honey Farm**  
WilliamsHoneyTN



**Willis Jepson**  
@jepsonfarms

I'm a 7th generation farmer in Northern Middle TN and South Central KY. Follow my blog: [jepsonfamilyfarm.blogspot.com](http://jepsonfamilyfarm.blogspot.com)

Orlinda, TN [jepsonfamilyfarms.com](http://jepsonfamilyfarms.com)



**Brian McLerran**  
@DiamondMFarms

6th Generation Farmer in TN Angus Beef, Hay, and three McLerranMD.

UT: 36.431462,-85.338

[diamondmfarms.com](http://diamondmfarms.com)



**Josey Miller**  
@BrownEgg26

Agriculture teacher, young farmer, advocate for Agriculture, Vol for Life.

Tennessee



**Batey Farms**  
@Bateyfarms

8th generation family farm, providing some of the freshest pork products you can find! Open every Fri. 2-6pm and Sat. 9-1pm. Also u-pick strawberries may-june

[bateyfarm.com](http://bateyfarm.com)