

Content Creation and Sourcing



1. Interests

Evaluate your followers' interests. How do the posts with the most engagement compare to the posts you find most important on your account? How can you make sure the posts that are most important to your organizations are highly engaged?

MY FOLLOWERS LOVE SEEING: _____

2. Culture

Create a post series that allows you plan content weeks and/or months in advance that align with specific days of the week. These can be scheduled to post at a later time. Your followers appreciate consistency! Send out a monthly call for content to your group or faculty members via email blast or Listserv for help with sourcing.

MY IDEA FOR A POST SERIES: _____

3. Crowdsourcing

Follow more accounts! Spend 30 minutes browsing through the 'friends' list of other university accounts to find more groups to follow. Repost and share **varied** and relevant content from the University page, individual colleges, and student groups on campus.

WHERE I'M GOING TO LOOK FOR CONTENT: _____

4. Resources

Make use of Agricultural Communication Services in Scovell Hall for photography and video content to supplement posts. Use Canva.com to create simple designs and images to accompany text-only posts or event announcements.

A NEW RESOURCE I WOULD LIKE TO USE: _____

5. Takeovers

Allow an interested faculty member, extension agent, student worker, or intern to "take over" a social media account for the day. Change password or ask them to submit content in advance for you to post for a "Day in the life" series.

MY IDEA FOR AN ACCOUNT TAKEOVER: _____

