

PaSS and Social Media

What have we tried

- Blogs/discussion boards
- Project based Websites
- Twitter
- Facebook
- Youtube

- Blogs/Discussion Boards didn't work.
 - Too much work little interest
- Websites: Wheat.okstate.edu best example has great impact, variety trials.
- Twitter: National Impact. Media often picks up tweets and calls for interview.
 - 1 tweet was seen by 1500+ within 1 hr via retweets.
- Facebook: In-state, grads and grandparents.
 - Great metrics.
- YouTube: Short videos now extremely easy to make. People love 5 sec clips.
 - Linked sunup videos and channel to NPK.



Brian Arnall

@OSU_NPK

Precision Nutrient Management Extension Specialist for Ok State Univ. Work in Wheat, Corn, Sorghum, Cotton, Soybean, Canola, Sweet Sorghum, Sesame, Pasture/Hay.

Oklahoma State University <http://www.npk.okstate.edu>

Edit your profile

1,305 TWEETS

332 FOLLOWING

368 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you



PSU Dairy Team @PSUDairy
Follow

Tweets



Jessica Wilcox @jessicawilcoxOK

13 Aug

@OSU_NPK @Tallokie_67 #Okanola #pH #PRF #2013wheatcrop Ready, Set, Go! Cherokee Trading Post, Clinton, Ok. High Noon, 7/14/12.

Retweeted by Brian Arnall

Expand



Brian Arnall @OSU_NPK

9 Aug

New article posted on extensionnews.okstate.edu on Excessive Nitrates in Some Forages. fb.me/1Y1BG2T4S

Expand



Brian Arnall @OSU_NPK

8 Aug

3 new Plant and Soil Science Extension articles posted on extensionnews.okstate.edu

Expand

www.npk.okstate.edu

NPK Nutrient Management Website Site Summary

VISITS





Total	3,488
Average Per Day	3
Average Visit Length	2:21
Last Hour	1
Today	6
This Week	23

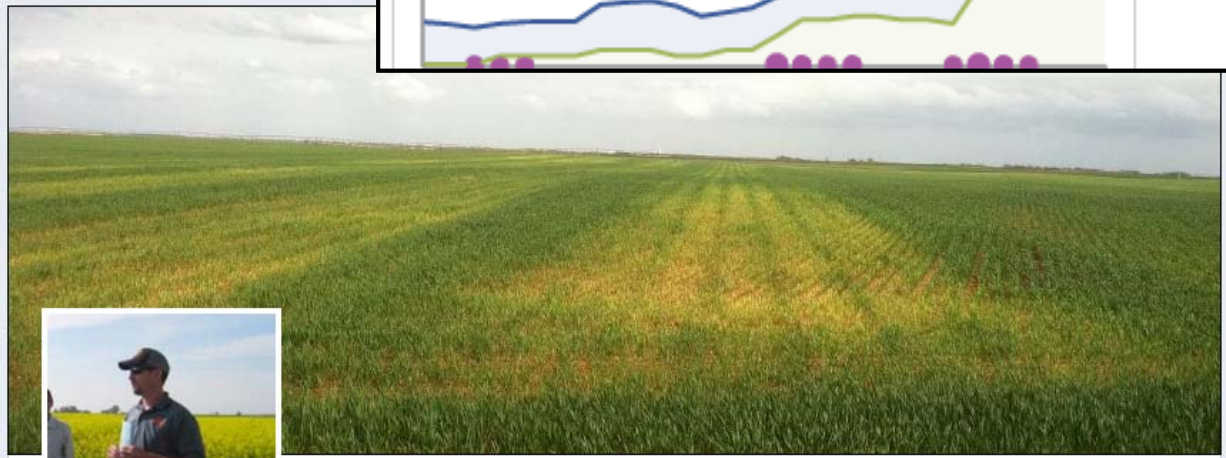
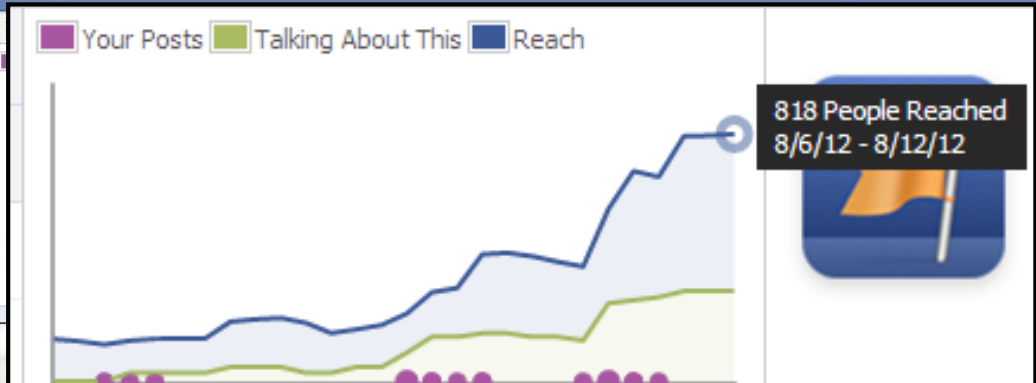
PAGE VIEWS

Total	5,009
Average Per Day	4
Average Per Visit	1.2
Last Hour	1
Today	6
This Week	28

You are posting, commenting, and liking as OSU NPK — Change to Brian Arnall

New Likes See All

-  **Patrick Forrestal**
about an hour ago
-  **Josh McGrath**
2 hours ago
-  **Kara Matheney**
last Wednesday
-  **Debbra Murray**
about a week ago



See Your Ad Here

OSU NPK



Precision Nutrient Management and Soil Fertility Extension Specialist for Oklahoma State University

Like · Brian Arnall likes this.

[Get More Likes](#)



OSU NPK

Liked

Now
July



Browse

Movies

Upload



OSUNPK ▾



YouTube now has live video streaming using Hangouts on Air. [Live stream to your channel now!](#)



Channel Settings

Analytics

Video Manager



OSUNPK's channel

5
subscribers

75
video views

Feed

Videos

Search Channel



Uploads (3)

Date added (newest - oldest) ▾

Uploads

Playlists



2:05

Impact of soil acidity on Sesame p...

20 views 2 weeks ago



0:27

BV sensing N Rich Strips

29 views 7 months ago



0:16

Planting TCAP NUE Study

26 views 8 months ago

Metrics/Impact



Metrics/Impact

Overview **Likes** Reach Talking About This

07/16/2012 - 08/12/2012

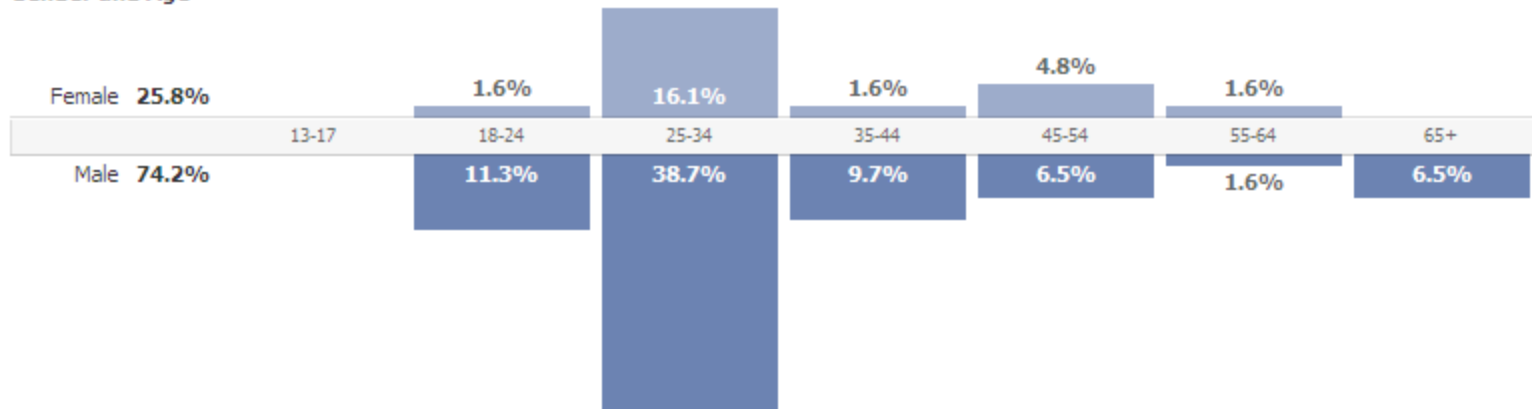
Export Data



People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age[?]



Countries[?]

59 United States of America
2 Brazil
1 Romania

Cities[?]

19 Stillwater, OK
4 Oklahoma City, OK
2 Altus, OK
2 Dallas, TX
2 Miami, OK
2 Fairview, OK

Languages[?]

62 English (US)

Driver behind PaSS

- Honestly two reason.
- One Competiveness (at first) started bragging about who had more followers.
- Easier, Have more impact i.e. # of people reached.