

**UNH, UME, UVM NESARE Tri-State Collaborative Plan
2013 Annual Progress Report (second year of three-year plan)
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Project Title: Sustainable agriculture through social media training

Performance Target:

- 40 educators will implement and evaluate the use of at least one social media tool to deliver their educational programs and/or provide at least 900 farmers with whom they work with time-sensitive sustainable agriculture information
- 450 farmers report that they were able to receive new or improved information to better inform their decisions on the farm.

Performance Target Outcomes Reported

- 28 Extension educators incorporated new ideas learned from the project to create and/or change at least one social media tool as part of their outreach/education work with farmers. In total, these educators have changed or created 77 social media tools.
- 17 Extension educators created at least one new social media channel as part of their farmer education and/or outreach work, including 5 new Facebook pages aimed at farmers, 1 new Twitter site, 4 new blogs, 8 new webinars, 10 new videos, and 1 new e-newsletter.
- In total, these efforts have reached at least 33,547 farmers and others.

Additional Outcomes Reported

- 1 group of training participants who work with livestock producers convened to partner on a NE-SARE PDP proposal that integrates webinars as part of the training strategy.
- Guest blog post to the Vermont Women’s Agricultural Network blog called, “Making Social Media Work in Sustainable Agriculture: 7 Lessons Learned.”

Milestone Activities Conducted in 2013
<p>7 social media on-line training sessions were conducted. Topics included:</p> <ul style="list-style-type: none"> • Utilize Online Fundraising and e-Newsletters (10/9/12) • Social Media Workshop at NE Livestock Educator In-service (10/26/12) • YouTube & Video Content for the Social Web (11/13/12) • Google+ & Hosting Google+ Hangouts (1/17/13) • Webinars 101 (1/23/13) 7 participants • Using Pinterest & Digital Photography (3/5/13) • Evaluating Social Media (3/12/13) <p>5 follow-up peer-to-peer and individual consultation sessions were provided 2 roundtable discussion sessions and 1 multi-state intensive training with livestock educators were conducted.</p>
Program Participants
<p>64 educators participated in the on-line trainings; 41 participated in the follow-up sessions; and 22 participated in the roundtables and intensive training sessions.</p>
Assessments of Learning
<p>Exit surveys for the online training sessions indicated that participants increased their knowledge of social media tools.</p> <p>A year-end survey indicated that participants had changed and/or created social media tools as a result of what they learned, particularly webinars, Facebook, and YouTube videos (see outcomes above).</p>