

UNH, UME, UVM Tri-State Collaborative Plan
Final Activity and Outcome Summary for the 2011-2014 State Program Project
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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

- **30 Extension educators** used knowledge and skills learned through this project to change or create 96 social media tools that reached 228,790 farmers. On average, each educator changed or created 3 social media tools for their work with farmers. Examples of some of the tools changed or created include:
 - YouTube account and/or video (23)
 - Facebook pages created/improved (17)
 - New Twitter site (1)
 - New blogs (4)
 - Webinars (20)
 - New e-newsletter (1)
- The project was unable to verify changes in farmer actions, but educators cited an increase in farmer engagement, attendance at events and even adoption in some cases related to their social media efforts. These participants’ quotes illustrate:

For the first time, participants are indicating in their registration materials that they heard about our classes through Facebook...we are seeing much better "reach" numbers in our Facebook insights. A recent post reached 246 people. Last year, we were lucky if we reached 20 when we posted.

We have seen high rates of adoption of no-till, cover cropping, and grazing management practices. Not all of this, of course, is a result of just the e-newsletter; but it has been a very effective tool for communicating to our audience.

Additional Outcomes Reported

- 1 group of training participants who work with livestock producers convened to partner on a NE-SARE PDP proposal (that was funded) that integrates webinars as part of the training strategy.
- Project coordinator submitted guest blog post to the Vermont Women’s Agricultural Network blog called, “Making Social Media Work in Sustainable Agriculture: 7 Lessons Learned.”
- Project coordinator asked to provide technical assistance to numerous webinars and conference broadcasts, including an NESARE PDP project (6 offered to date; an additional 13 planned for 2015)

Project Milestone Activities Conducted	Participants
4 Workshops 20 Webinars 3 Round-robin discussion/troubleshooting sessions 22 Individual consultations	34 Extension educators from ME, NH and VT were primary participants and provided with team collaboration opportunities 132 addition Extension personnel and 27 other Ag professionals also participated in trainings 13 Farmers
Trainings focused on five social media tools of most interest to participants: Facebook, Twitter, blogs, webinars, and YouTube (and video content). Additional social media tools (like Constant Contact and crowdfunding) were also covered based on participant feedback.	
Assessments of Learning	
54 ag service providers and 4 farmers verified through follow-up surveys an increase in knowledge and skills in the use of social media tools in outreach and education efforts.	

