Social Media Tips & Resource Sheet for EXCITE Projects  
Curated 12/1/21

Quick Tips

- Don’t reinvent the wheel
- Resurface/reuse content across platforms
- Use one or two platforms well
- Maximize platform features and learn to use platform analytics
- Leverage the online presence of partners-aligned organizations to share your content
- Plan - create a simple content calendar (Google Sheets works great!)
- Be consistent in posting and engage!

Social Media/Internet Research

- Pew Research Center
- Quick Guide to Social Media Channels – University of Minnesota

Social Media Educational Resources

- Extension Foundation/Connect Extension
  - Technology in Extension Education (TEE) subgroup (100+ blog posts, links, videos, etc.)
  - Video Resource Library – Located at the EXCITE home page
  - Using Digital Technology in Extension Education ePublication (relaunch in FlippingBook 12/15 - we’ll provide a link)
  - Content Strategy Playbook – available 12/15
- Social media platform official blogs and official YouTube channels (ex: Facebook, Twitter, Instagram, Google Analytics, YouTube, LinkedIn Learning, TikTok)
- Hootsuite blog and Sprout blog
- UC Berkeley Graduate School of Journalism Advanced Media Institute Tutorials

Good, Quick Reads

- Engaging Your Social Media Audience – Mississippi State University Extension
- How to Boost Your Social Media Reach the Realistic Way (and an Introduction)
- Resources for Free Stock Photos, Plus: Wonderful Tutorials on Multimedia Production
- Resources for diverse stock photos
- Social Media Accessibility
- Writing tips (including readability tools)
- Twitter Guide for academics
- 10 TikTok Tricks You Need to Know (Beginners Start Here!)
- Strategies for staying current on social media
- Setting goals on social media; creating a strategy that works for you