Why Social Media is effective.

Social media is a growing way of getting information out to the world using today’s websites. There are many types of social media. They are all different in a way, but in the end, the purposes are the same, to get out information. According to Forester Research, 59% of Americans from the ages of 22-34 get their news from social media. Therefore, social media is, and will continue to grow as an important part of today’s society. for young people only?

Purpose/Goal

The purpose of this social media plan is to increase the general public’s knowledge on Emerald Ash Borer or EAB and the trapping program that North Dakota has set-up to detect EAB. According to Joe Zeleznik, an NDSU extension forester, EAB has yet to be detected in North Dakota, therefore making it even more important to inform the public to make sure EAB does not go unnoticed. Absolutely.

Types of Social Media

Like I stated earlier, there are many types of social media. The first one that comes to mind is Facebook. Facebook is the largest social media site in the world with over one billion users. With this social media plan, we will be creating a page on Facebook that will allow us to post information and updates, upload videos, and also provide links to websites that will provide even more information. Posting Facebook posts such as “EAB’s, a major problem, and it’s
coming towards you. Learn what North Dakota is doing to prevent it and more at (link to blog)” would really grab people’s attention. Yes!

The next social media site that we will be using will be twitter. Twitter is the fastest growing social media site in the United States. A great convenience about twitter is that tweets can only be 140 words long but can also include links. I feel that using twitter at a constant rate would be very effective. Using twitter personally, there is nothing more annoying than someone tweeting about a subject nonstop. I think posting four times a week around the noon time would be very effective considering that most people check their social media sites on lunch break. An example of a tweet would be as following, “The Dangers of Emerald Ash Borer, they’re real, and they’re coming. Learn more on how you can prevent EAB’s at (link to blog)” I feel like a short message that really gets to the point will be most successful.

The next site that we will be using is not always thought of as a social media site, but in reality, it’s the most important. That site is called YouTube. YouTube is actually the second largest search engine in the world, behind Google. Video is the type of information that people can most relate to. Over the next five to ten years, 90% of information will be posted through video. We will be making an instructional video showing the risks of Emerald Ash Borer, where in the country it’s located, and what as individuals they can do to help prevent Emerald Ash Borer. Some of the precautions we will be talking about on the video are the importance of not moving firewood and also the importance of planting diversified species of trees. We will also include how the lures being set-up in North Dakota work.
The last part of our social media plan is going to be our blog. A blog is a social media tool in which the creator of the blog is able to write about a certain topics and where readers can comment and ask questions. A great way to think of a blog is to think of it as an online journal, and everyone at school just found your journal! A great utility about blogs is that they are able to upload pictures, video's, and links. The blog that we plan on creating will have a weekly post on the status of the lures that North Dakota has got set up, and stories from around the United States about Emerald Ash Borer. Also, all of the information to contact the North Dakota Department of Agriculture, North Dakota Forestry Service, and the NDSU Extension Service in the case of a detection of EAB will be located on the blog.

**Metrics/Evaluation**

So I have outlined our social media plan, but how are we going to know if it is working? For each type of social media, there is a way to know how many people are interested and have read the information posted. Facebook is tracked by “likes”. If someone “likes” our page, all of our posts will show up in their news feed, allowing them to see more our posts. With twitter, people can “follow” us. If a person follows us, all of our tweets will show up on their home page. YouTube is measured by the amount of views you receive. Every time a person watches our video, the video will receive a “view”. Finally, how are we to measure the success that our blog has? The answer to that question is called Blog Tracker. What Blog Tracker does is when anyone views our blog; we will receive a “hit”. Using Blog Tracker, we will be able to see how many people are viewing our blog. By using these websites and the methods they have for detecting usage, we will be able to see how successful our social media plan was.

*What specific benchmarks will you set?*

*Excellent job explaining metric tools available!*