



My personal experiences with social media

UC ANR Statewide Conference

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April 2018

What Social Media do I use?

twitter 

 Instagram

Twitter

Note:
I have multiple
accounts; one is
personal the
other is work
related



Verizon LTE 11:25 AM 96%



Lynn Sosnoskie
@LynnSosnoskie

Weed scientist. Not THAT type of weed. Mermaid of the lunar sea. Photographer and artist wannabe. Views are mine, all mine. Avatar by [@Blackmudpuppy](#)

Where the weeds are...
Born on December 8, 1972

3,702 Following 5,215 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

 **Lynn Sosnoskie** @LynnSosn... · 2/3/17 ✓
Hi, I'm Lynn. I'm an [#actuallivingscientist](#) studying weed biology, ecology and management in specialty crops to improve yields and quality

Home Search Notifications Mail



Verizon LTE 11:25 AM 96%



Agronomy and Weed Science
@agronomyweedsoci

UCCE Weed Science and Agronomy Research and Extension working out of Merced, CA. Cotton, small grains, corn, alfalfa. On Instagram as: agronomyweedsience

535 Following 455 Followers

Tweets Tweets & replies Media Likes

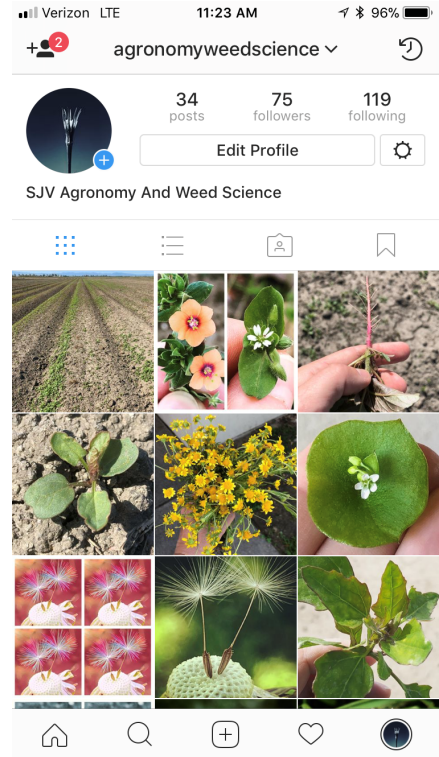
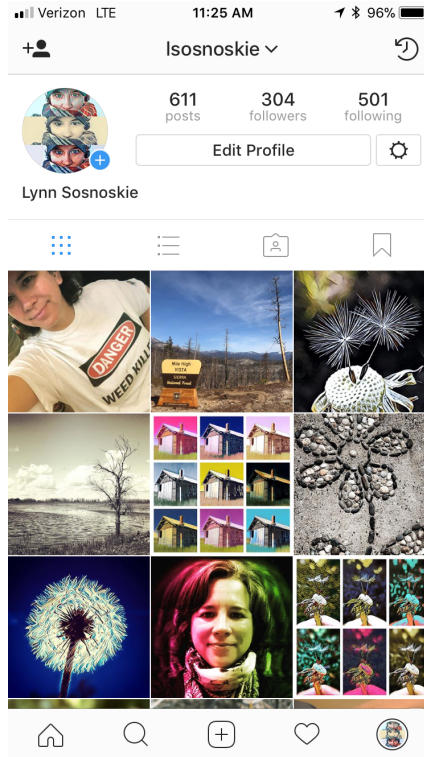
 **Agronomy and Weed Science** · 3m ✓
[#irrigation](#) and recent [#rains](#) in the [#centralvalley](#) are facilitating the germination and... [instagram.com/p/BhMtjaPHli7/](#)

 **Agronomy and Weed Science** · 9m ✓
Until they flower, it is easy to confuse [#scarletpimpernel](#) [#anagallisarvensis](#)

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Instagram

Note:
I have multiple accounts; one is personal the other is work related



What's the difference between the accounts?

- **Personal**

- Weeds and weed science
- Agriculture

- **Public**

- Weeds and weed science
- Agriculture

- My dogs
- Travel and photography
- Social issues
- Ohio State Football
- How much I hate snow
- My love of Cheetos

Why Do I Use Social Media?

What I Contribute To It

- Outreach
 - Dissemination of my own work
 - Dissemination of the work of UC ANR colleagues
 - Meeting announcements
 - Survey requests

Outreach

Verizon 3:31 AM 100%

CalBotSoc @CalBotSoc
Call for Abstracts!
@CalBotSoc 27th Graduate Student Symposium
Cal Poly San Luis Obispo, Sat, April 6th 2019...

1 4 8

Agronomy and Weed Science · 7h
It's true. And not just herbicides, weeds can adapt to non-chemical disturbances, too. (Think selection for prostrate and perennial weeds in mowed environments.)

HERBICIDE RESISTANCE
LIFE, UH, FINDS A WAY

1 4 10

Smithsonian Channel @Smit...
What happens when 20th century American Royalty meets 21st cent. color tech? The answer is the most

Home Search Notifications Mail

Verizon 2:40 PM 100%

Tweet

Agronomy and Weed Science @agronomyweedsoci

Fleabane. At all different growth stages. Right now in Merced County.



12/11/18, 1:43 PM

View Tweet activity

1 Like

Reply Retweet Like Share

Tweet your reply

Home Search Notifications Mail

Verizon 3:31 AM 100%

Home

3 5

Agronomy and Weed Science · 7h
Citrus psyllid found in Marin County.

Marin County Parks @marinparks
The Asian citrus psyllid, an insect pest discovered in Novato, spreads a disease that kills citrus trees. County, state, and local agencies are collaborating on a survey and treatment program, and asking residents to watch backyard trees. ow.ly/8znp30mRCbt



5 1

Kristi Leigh Retweeted **kat calvin @KatCalvinLA · 7h**

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Why Do I Use Social Media?

What I Get Out Of It

- *News*
 - i.e. Farm Bill, immigration and labor concerns
- *Weather*
 - i.e. Current snowfall and weather reports
- *Keeping current with topics in my discipline*
 - Dicamba drift and crop injury in the Mid-south and Mid-west
- *Connections*
 - Growers, industry personnel, other scientists, journalists

Why Do I Use Social Media?

What I Get Out Of It

Verizon 8:14 PM 67%

Tweet

NatlCottonCouncil @NCottonCouncil

House and Senate Ag Committee Leaders Release [#FarmBill](#) Bill Conference Report - Read more... ow.ly/OibF30mWd00 from [@HouseAgNews](#)

House and Senate Ag Committee Leaders Release Farm Bill Confer... agriculture.house.gov

12/10/18, 8:13 PM

1 Like

Tweet your reply

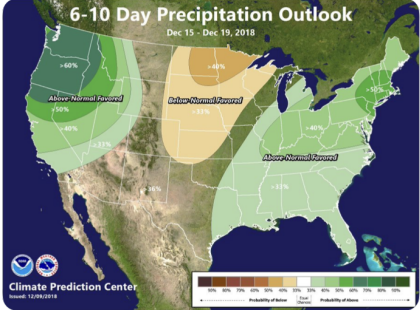
Home Search Notifications Mail

Verizon 8:14 PM 67%

Tweet

NWS Hanford @NWSHanford

Rain in the valley and snow in the mountains look possible in the 6-10 day range. The Climate Prediction Center's 6-10 Precipitation Outlook is attached. [#cawx](#) [#CaRain](#) [#CaSnow](#)



6-10 Day Precipitation Outlook
Dec 15 - Dec 19, 2018

Above-Normal Precipitation: +60%, +50%, +20%
Below-Normal Precipitation: -40%, -20%

Climate Prediction Center
NOAA/NWS/EP/CPC

Tweet your reply

Home Search Notifications Mail

Verizon 8:14 PM 67%

Thread

Andrew Kniss @WyoWeeds · 1d

This is a 1 mL droplet (red food coloring). This is how much of the dicamba formulation Xtendimax is required to reduce soybean yield on one acre by 5%. It would require even a little less Engenia since it is more concentrated.



10 63 137

Andrew Kniss @WyoWeeds · 1d

This is a 0.044 mL droplet. This is how much Xtendimax is required to cause 5% visible injury to an acre of soybean. Again, it would require even less of Engenia. [#dicamba](#)

Tweet your reply

Home Search Notifications Mail

Connections



Verizon LTE 1:44 PM 86%

Andrew Kniss
@WyoWeeds Follows you

Susan, Dalton Ludwick, and 809 others follow

Studying crops & weeds in Wyoming. Former Nebraska farm kid. Supporter of agroecology & pesticides. Hopefully better at science than twitter.

away from Twitter for a while
plantoutofplace.com

2,154 Following 7,542 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Andrew Kniss @WyoWeeds · 2/16/18 ✓
If you want to come earn a PhD working on a super cool crop/weed ecology project, I have an opportunity available! wssa.net/2018/02/gradua...



Verizon LTE 1:44 PM 86%

Westside Farmer
@JoeDelBosque Follows you

Milas Russell, Jr., Kent Daane, and 238 others follow

Entrepreneurial [#family](#) [#farmer](#) in California's [#CentralValley](#). Growing fresh food to make lives healthier. [#Advocate](#) for [#farms](#) [#farmworkers](#). [@DelBosqueFarms](#)

California

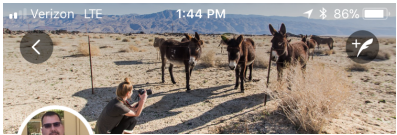
551 Following 2,847 Followers

Tweets Tweets & replies Media Likes

Westside Farmer @JoeDelBosque · 1d ✓
It's time to flip the switch. [#onlyincalifornia](#) [#weather](#)



Connections



Ag Writer

@ToddFitchette Follows you

UC Water, My Job Depends On Ag, and 278 others follow

Western [@farmpress](#) Associate Editor; Chico State alum; Army Vet; SKYWARN weather spotter; Photographer. I write about food before it gets to your plate.

📍 California 🌐 [sierradreamsphotography.com](#)

📅 Born on June 3

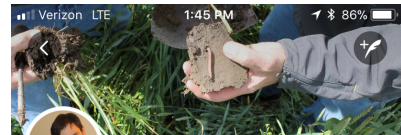
1,529 Following 1,650 Followers

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



Ag Writer @ToddFitchette · 8h ✓

Words on slides via Seth Godin's Blog on marketing, tribes and respect - If you use Powerpoint, a few principles and tips to keep in mind when using type on a slide: - Don't read the words.



Nathanael Johnson

@SavorTooth Follows you

Daniel R Williams, Sharon Badian, and 353 others follow

Senior writer [@Grist](#). Whitewater guide now chained to an inconveniently sinky desk. Writer of books. Father of daughters. Shanker of frisbees [njohnson@grist.org](#)

📍 Berkeley, CA 🌐 [NathanaelJohnson.org](#)

2,170 Following 7,409 Followers

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

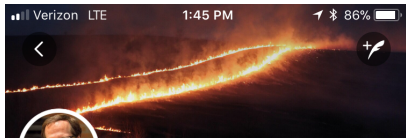


Nathanael Johnson @SavorT... · 5m ✓

Update: Went outside and looked up into the sky to see if it was still raining. Answer: yes.



Connections



Following

Dan Charles ✓

@nprDanCharles Follows you

Daniel P Zinkand, Susan, and 269 others follow

Food and Agriculture correspondent at NPR. Occasionally tweeting about bikes, soccer, and Eastern Europe.

📍 Washington, DC npr.org/blogs/thesalt/

728 Following 6,338 Followers

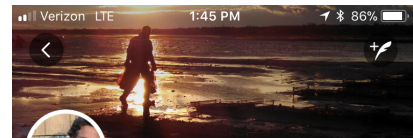
Tweets Tweets & replies Media Likes

↳ Dan Charles Retweeted



Luther M. Siler @nfinitefreetime · 1d
You can do this already with a ZIP code.

MIT Tech Review ✓ @techreview
Ready for a world in which a \$50 DNA test can predict your odds of earning a PhD or forecast which toddler gets into a selective



Following

Tamar Haspel ✓

@TamarHaspel Follows you

Randa Jabbour, The Skeptical Hippo, and 369 others follow

Growing oysters and writing Unearthed, the (James Beard award-winning) Washington Post column, from the wilds of Cape Cod.

📍 Cape Cod

washingtonpost.com/pb/unearthed

432 Following 6,642 Followers

Tweets Tweets & replies Media Likes



Tamar Haspel ✓ @TamarHaspel · 7h

Another heartland farmer pushing to change the farm bill so it aligns with conservation goals. I'm a big fan of Seth Watkins and @Pinhookfarm. dmreg.co/2q7h3n1 via @DMRegister



Connecting with journalists

- What have I gained?
- Exposure
 - i.e. Retweets of weed photos or links to blog posts by journalists expand my effective reach to people who don't follow me or normally interact with me
- Assistance
 - i.e. Dissemination of announcements about upcoming meetings (UC Weed Day, WSWS annual meeting, CWSS annual meeting)

What journalists get in return

- “Photos and accompanying short explanations are valuable for visual learners. Responses on social media can come more quickly than e-mail, which is important for quick deadlines.”
- “People I follow do a very good job at explaining situations they encounter, which fits with the mission and philosophy behind cooperative extension.”
- “I have a scientist that I can contact when I have a question that requires expertise...Social media gives me a ‘sense of that person’, not just their resume and it helps me figure out what kinds of questions I can ask.”
- “As a journalist, I am always out of my depth – I constantly have questions and don’t even know the right person to ask. Social media helps to direct me to the experts. The helped me correct misunderstandings and kept them from appearing in publication.”

Final Thoughts

- Social media isn't for everyone...but it is a tool that is being employed by growers, scientists, and industry members
- It can take (a lot of) time to build up a following; consistency of use is key (but that does not mean all day, every day...)
- Pictures and short text are great for drawing attention to an important topic or point (so is tagging @ucanr in your tweets so that they can help disseminate your information)
- 'Dumpster fires' are everywhere, but can be easily avoided