

OHCE State Leader Lesson SOCIAL MEDIA



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Teacher's Guide

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Time needed to teach lesson:

- 30 – 45 minutes (depending on questions from participants)

Lesson Focus & Description:

- Does your County Extension Office or OHCE club utilize social media (Facebook, Twitter, Instagram or Pinterest)?
- Are you looking for helpful tips and tricks to make the most out of your time?
- This workshop will help you identify a more in-depth communication strategy for marketing for your county's program.

Objectives:

- Understand how social media can be used as a recruitment tool for OHCE groups
- Walk away with the confidence to manage a social media platform

Materials Needed:

For FCS Educators:

- Teaching Outline
- PowerPoint (full lesson)

Materials Enclosed (handouts, fact sheets, etc.):

- Teaching Outline
- PowerPoint (full lesson)

Suggested Activities

Before the lesson:

- Evaluate your County's social media (practice what you preach)
- Add your social media links to the print materials/agenda for your meeting
- Add your social media links to your email signature

After the lesson:

- Encourage and assist participants to follow/like your pages
- Make sure to follow/link all OHCE groups from your County's page

Preparation (things you need to do ahead):

- Review the lesson

Contact:

- Please contact Lindsey Davidson with any questions (lindsey.davidson10@okstate.edu)

Lesson Outline

Title:

- Social Media 101

Introduction:

- The average Facebook user logs in for nearly 1.7 hours every day or 12 hours a week.
- The argument that social media is “too new, too fluid, and too soft and unquantifiable to merit serious consideration” is not a legit argument anymore.
- Not incorporating social media into your strategy is like saying that the web is just a “fad.”

Goals/Objectives of Lesson:

- Identify who’s utilizing social media
- Identify the four main social media platforms
- Understand the differences of the platforms
- Walk away with the confidence to manage a social media platform

References: List using APA format

<http://www.pewinternet.org/fact-sheet/social-media/>

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