The 2016 Social Media Programming Strategy
“Seek Sense Share Curation Model” ¹
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The MFLN sits at the intersection of many professional communities and networks supporting the Family Readiness System. Social media provides military family service providers and Cooperative Extension professionals informal opportunities to engage with and learn from one another. The exchange of personal experiences, stories, and practical applications of research via social media fosters valuable connections and learning experiences capable of spanning disciplines and professional networks. The 2016 MFLN social media strategy creates and supports these opportunities with a “Seek Sense Share” curation model: a guide for using social media as a key function of programming nested within the MFLN Theory of Change programming priorities.

Curation is an approach to finding and selecting timely and cogent information, recombining or making sense of it in a unique context, and sharing it to create high value for and with targeted audiences. The Seek Sense Share model breaks curation into three distinct processes that can be used to integrate social media into existing program creation workflows. MFLN concentration area teams are encouraged to develop Seek Sense Share social media strategies into tactics that can be integrated, employed, measured, and evaluated to better inform and enhance the effectiveness of MFLN programming and intentional development of the entire MFLN network.

MFLN ‘Seek Sense Share” Social Media Strategies and Tactics

The Seek social media strategy aligns with MFLN issue-driven programming priorities, and includes ways to use web tools to actively look for opportunities to ask targeted questions and to identify relevant issues important to MFSPs and CE professionals. Seek tactics include, but are not limited to:

- Find conversations and trends as they are happening on the web so you can ask questions in the right places (Google Alerts, Mention app, Twitter Trends, Google Trends).
- Follow and listen to other professionals through social media to listen to their stories and to understand the context in which they work or provide service to military families.
- Use social insights (Google Analytics, Sprout Social reports) to determine interest in web and social content, new engagement methods, and to understand why and how web traffic is referred between web and social platforms.
- Ask targeted questions through social media to identify issues important to MFSPs and CE professionals.

¹ The Seek Sense Share Curation framework is adapted from the work of Harold Jarche and Beth Kanter. See: http://www.bethkanter.org/content-curation-2/
**The Sense social media strategy** aligns with MFLN learner-centered programming priorities to facilitate the exchange of experiences, stories, and “shareables.” Practitioners’ experiences and stories provide context to issues and programming, and create opportunities to connect around professional roles and issues. Sense tactics include, but are not limited to:

- Facilitate opportunities for professionals to exchange experiences through social media (e.g. MFLN LinkedIn Group, Facebook, Twitter chats, Flipgrid).
- Create “shareables” to transform questions and community member stories into formats that spark discussion and sharing (e.g. infographics, podcasts, video logs, blog posts about stories, FB updates, Twitter, Storify).
- Crowdsourc[e participation either through audience discussion in relevant spaces where targeted audiences are active (e.g. LI, FB, Twitter) or by using tools and techniques to elicit brainstorming and decision making opportunities (e.g. Listly, Boardthing, polls).

**The Share social media strategy** aligns with MFLN collaborative programming priorities to intentionally build connections by sharing information with professionals and organizations to create unique and value-added learning opportunities and to enhance the network’s collaborative capacity. Share tactics include, but are not limited to:

- Weave together meaningful combinations of stories and customize strategic messages for sharing with targeted audiences (e.g. use strategic headlines, consider with whom, when and where to share information).
- Coordinate with other CAs to share relevant information that is also important to their target audiences (e.g. coordinate communication campaigns, use relevant hashtags and blog tags strategically).
- Invite engaged professionals to specific offerings to collaborate (e.g. MFLN LinkedIn Group, co-host a Twitter chat, share a story in webinar programming).

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**MFLN Seek Sense Share Curation Model**

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