Social Media as Programming: Expanding Extension’s Potential in a Social World

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Chat

What are some of the opportunities you see for using social media in Extension work?
Mission

The MFLN connects military family service providers and Cooperative Extension educators working with military families to timely and cogent research and to each other.

We combine innovative professional development and programming with the human and experiential resources of the national Cooperative Extension System to create and support a rich and informed virtual network of professionals serving military families.

www.extension.org/militaryfamilies
MFLN by the Numbers

176 webinars

15,386 participants

19,428 continuing education units certified

8 Facebook accounts

25,666 Facebook likes

8 Twitter accounts

2,792 Twitter followers
MFLN Theory of Change
MFLN Theory of Change: We Believe

We operate in a dynamic and complex environment:

• Networks, issues, tools, and resources are constantly changing and evolving.

• An openness to change, innovation in response to dynamic standards and expectations, and a willingness to learn from successes and failures are both our internal processes and external products.
MFLN Theory of Change: We Believe

Our target audiences are professionals:

• Have professional experiences worth sharing

• Can learn from each other

• Know what issues are important to their work
MFLN Theory of Change: We Believe

Our work supports DoD Family Readiness System:

• Collaboration strengthens our network and contributes to DoD’s Family Readiness System.

• As a learning network we create intentional connections and opportunities for collaboration.
Guiding Principles

Collaboration

Adaptability

Andragogy
Strategic Programming Priorities

- Collaborative
  - Collaboration
- Issue driven
  - Adaptability
- Learner centered
  - Andragogy
Social Media and the Theory of Change?

Mission

– Guiding Principles
  • Programming Priorities
    – Formal programming (webinar) strategy
    – **Informal programming (social media) strategy**
      » Social media strategies
        • Social media tactics
        • Social media tools
Chat

Do you see social media as part of your programming?
Why an MFLN Social Media Programming Strategy?
MFLN Social Media Programming Strategy

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.
Wrap Around

Webinars

Social Media
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/
MFLN
Seek Sense Share Curation Model

Issue-driven

Find
Follow
Listen

Learner-centered

Crowdsource

Collaborative

Weave Stories

#MFLN

Shareables

Discuss
Create

Why
Who
When
Where
Customize

Invited

Ask
Targeted Questions
Facilitate

Web tools
Social insights

Chat

What social media metrics do you collect and why?
Measuring Social Media

Reach + Engagement

“The one–two punch”
## MFLN Metrics

### 2016 MFLN Social Media Metrics

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<th>C</th>
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Mission

Guiding Principles
- Programming Priorities
  - Formal programming (webinar)
  - Informal programming (social media) strategy
- Social media strategies
  - Social media tactics
  - Social media tools

"Reach + Engagement"

Evaluate

Inform new tactics

Inform Programming
Issue-driven Programming: Seek Strategy & Tactics

MFLN
Seek Sense Share Curation Model

@kjeannette 3-20-16
Asking Targeted Questions
Learner-centered Programming: Sense Strategy & Tactics

MFLN
Seek Sense Share Curation Model

@kjeannette 3-20-16
Facilitation with Flipgrid

Facilitate opportunities for professionals to exchange experiences through social media http://flipgrid.com/#be9cca14
Collaborative Programming: Share Strategy & Tactics

MFLN
Seek Sense Share Curation Model

@kjeannette 3-20-16
Community
Nuggets of Know How
#MFLNchat Recap: Financial Planning for Military Caregivers

If you weren’t able to join our Twitter chat this morning, here’s a recap of the Tweets shared by participants. Many great resources were shared and there was a lot of engagement. Thank you to all who joined us!

Financial Planning for Military Caregivers

Twitter Chat with @MFLNMC and @MFLNPF discussing financial planning and military caregiving.

https://blogs.extension.org/militaryfamilies/2015/12/10/mflnchat-recap-financial-planning-for-military-caregivers/
Intentional Sharing
(Tagging or Mentioning)

MFLN PersonalFinance
@MFLNPF

Get tips & tools on #spending & #saving from @FINRAFoundation saveandinvest.org ow.ly/XDWne #MilitarySaves #MSW2016 #MFLN

LIKES 3
Scott AFB Embraces 5210 Healthy Military Children (HMC)

December 8, 2015

Nutrition and Wellness

Childhood obesity, cooking classes, farm to table, garden, MFLN Nutrition and Wellness, militaryfamilies

Robin Allen

Collaborate to Produce New Insights

Kids In the Kitchen

Join 5210 Healthy Military Children & Kids In the Kitchen at the Scott AFB Youth Center. It's a great opportunity to teach kids how to prepare healthy snacks and meals. Call 256-7018 for more information on the 5210 Healthy Military Children cooking classes.

Turkey and Swiss Wrap with Carrot Salad is a tasty & healthy brown bag lunch meal for school or work.
What does impactful programming look like?

- Improvement of user resources
- Programming people care about
- Bringing new people together to convene around intersections of issues
- Expansion of reach through better positioned network connections
- Enhances staff expertise and skills
MFLN Trailblazers

Patti Battley
MFLN Community Capacity Building

Bari Sobelson
MFLN Family Development

Robyn Di-Pietro Wells
MFLN Family Development

Anita Harris Hering
MFLN Family Transitions

Rachel Brauner
MFLN Military Caregiving

Hannah Hyde
MFLN Military Caregiving

Robin Allen
MFLN Nutrition and Wellness

Molly Herndon
MFLN Personal Finance
References and Credits

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• Anchor, Karen Jeannette CC BY 4.0 https://flic.kr/p/pr5XHZ
• Nutcracker, Thomas Kohler CC BY 2.0 https://flic.kr/p/dXoFzq
• Woodland pathway, Karen Jeannette CC BY 4.0
  https://flic.kr/p/nFnJ9v