

## Master Gardeners on Facebook!

### **Best FB Practices**

- Identify your audience
- Monitor your site and respond regularly - but don't be a PEST!
- Make postings relevant and useful – NO confidential information
- Actively seek conversation and engagement!
- Maintain a sense of humor – do not engage in arguments. You will not win.
- Keep it appropriate

### **Kevin Zobrist's Appropriate List**

Yes	No
✓ Program announcements	✓ Personal details
✓ Volunteer opportunities	✓ Baby pictures
✓ New research or publications	✓ Jokes
✓ Current events	✓ Unrelated material
✓ <u>Relevant</u> photos	

### **Suggested FB Practices**

- Create a social media committee!
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### **Recommended FB Practices**

- Standard MGP "Category"
- Standard MGP "About"
- Standard MGP "Description"
- Official MGP FB posting policy
- Include the WSU Extension Non-Discrimination Statement
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### **Required FB Practices**

- Get approval (request form)
- Separate business and personal information
- Appropriate content
- Establish appropriate admin rights
- Follow established policies

## WSU Extension Master Gardener Program Social Media Branding Policy

**In addition to the WSU Social Media Policy, WSU Extension Master Gardener Programs with Facebook accounts:**

- Will have an account name that follows WSU Extension identity guidelines. i.e. WSU Spokane County Master Gardeners
- Will 'Friend' or 'Like' all existing WSU County MGP Facebook accounts
- Will have either of the approved sun setting flower images as the small insert photo, the large main photo can be of anything MGP related.



- Will have photo/video releases on file of people shown in photos, etc posted on the site.

*This policy was approved by Kathy Lapointe-Barnard, Director, Marketing, News, and Educational Communications, CAHNRS/WSU Extension, on September 10, 2012*