

# CAMPAIGN GOAL

Ag Is America is a communications campaign that raises the level of awareness among key Members of Congress and their staff of the value of federal funding investment in research, extension and teaching at Land-Grant Universities.

**AG IS AMERICA** 

# TACTICS

- Generate news stories nationally, but with a specific focus on our targeted areas.
- Use social media to amplify stories, engage with key influencers and generate ongoing conversations around critical issues.
- Optimize the website as a platform for media, policymakers, and other stakeholders
- Continually test our messaging to optimize its effectiveness.

# TWITTER TOWN HALLS

Northeastern Integrated Pest Management (IPM) Institute based at Cornell University.

- In just over an hour, our unique hashtag #agischat garnered over 2.4 million impressions and a reach of almost 72,000.
- We also engaged with every Member of Congress and invited third party stakeholders from 12 states, from Vermont to West Virginia, as well as the District of Columbia to take part in the Town Hall.

# UPCOMING TWITTER TOWN HALL

- Wednesday October 14<sup>th</sup> during the NEDA conference to highlight Cooperative Extension
- 4 universities – UDC, Kansas State, Southern, and NDSU – to spotlight their innovative programs, workshop, and Extension education
- #AgIsChat

# DIGITAL MEDIA

- This quarter, we have so far increased the average Twitter engagement rate by 26%, Facebook reach by 171%, and overall social media engagement by 112%
- On Twitter, we have 22.1k followers
- On Facebook, we have 12,871 likes

# WEBSITE

So far this quarter, we have:

- Increased website traffic by 28%
- Added a total of 82 new stories
- Increased new users by nearly 22%
- Increased overall pages visited by 18%

# TRADITIONAL MEDIA

- So far this quarter, we obtained over 400 media hits and over 240 million impressions, measured by circulation numbers and website traffic.
- Our September press release, highlighting nearly 30 land-grant intuitions and a multi-state research project on fruit tree production, received the most impressions ever – 168 million.

# MESSAGE TESTING IMPLEMENTATION

- We continue to implement various aspects and lessons learned from our message testing research, which consisted of regional focus groups and a national survey.
- Scientists and researchers were overwhelmingly regarded as the most credible authority figures.
- We include more quotes from scientists and researchers in our collateral. We've also shared quotes from scientists and researchers on our social media platforms.
- Monthly Meet the Researcher/Educator



# CONNECT WITH US



@AglsAmerica



Facebook.com/AglsAmerica

# CONTACT US

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# QUESTIONS AND ANSWERS

