



the **Agriculturist**

SOCIAL

MEDIA PLAN

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DIGITAL CONTENT EDITORS



Kylie Farmer



McKenna Pavelock

EXECUTIVE SUMMARY

- This social media plan will guide the social media approach of The Agriculturist magazine, a student-produced publication in the Department of Agricultural Education & Communications at Texas Tech University.
- By building a presence and engagement on Facebook, Instagram and LinkedIn, traffic to the stories posted on The Agriculturist website will increase.
- The process of this approach will include creating content as an assignment in ACOM 4300, Convergence in Agricultural Communications, which will then be selected and posted by the Digital Content Editors.
- Current content on The Agriculturist social media platforms that have performed well includes Instagram Reels, personal graphics on Facebook and short, to the point posts on LinkedIn, all of which should be utilized in future content creation.

OVERVIEW OF THE AGRICULTURIST

- The Agriculturist a student-produced publication in the Department of Agricultural Education & Communications at Texas Tech University.
- The publication is produced and promoted as part of the agricultural communications block, which consists of four classes:
 - ACOM 4410: Development of Agricultural Publications
 - ACOM 4312: Advanced Design Principles for Agriculture Media
 - ACOM 4311: Convergence in Agriculture Media
 - ACOM 4305: Agricultural Communications Campaigns
- Each student in these classes are assigned a story team where they are assigned a job title (leader writer, director of photography, design coordinator or advertising and digital manager) and a story topic.
- The Agriculturist consists of a print publication, online edition, Facebook page, Instagram page, LinkedIn page, YouTube channel and a podcast.
- The publication has a six-member editorial board (editor, associate editor, advertising manager, associate advertising manager and two digital content managers) and is overseen by four faculty members.
- The magazine is funded solely by advertisers and sponsors and is a non-profit publication.

PURPOSE

ACROSS ALL SOCIAL MEDIA PLATFORMS, THE PURPOSE OF THIS PLAN IS TO DRIVE TRAFFIC TO THE STORIES POSTED TO THE AGRICULTURIST WEBSITE.

GOALS

1. Increase accounts reached on Instagram by 20%.
2. Have a Facebook click-through rate of 2%.
3. Reach 150 LinkedIn followers by the end of 2023.

TARGET AUDIENCE

THE TARGET AUDIENCE OF THE AGRICULTURIST'S PRINT PUBLICATION IS ALUMNI OF THE DAVIS COLLEGE OF AGRICULTURAL SCIENCES & NATURAL RESOURCES.

Through utilizing individual social media platform demographics, we can segment our target audience further.

AUDIENCE FOCUS BY PLATFORM

INSTAGRAM

- Davis College Alumni ages 25-40
- current students in Davis College

FACEBOOK

- Davis College Alumni ages 35 +
- staff members of the Davis College

LINKEDIN

- agriculture industry professionals who are alum of the Davis College
- current faculty in the Davis College

PROCESS

FEBRUARY 2023

- Editorial Board selected
- Digital Content Editors (DCEs) begin their position

MARCH 2023

- DCEs develop a social media plan and approach
- DCEs provide content development guidance as needed

APRIL 2023

- First content creation assignment due in ACOM 4311
- DCEs begin organizing and posting submitted content

MAY 2023

- Second content creation assignment due in ACOM 4311
- DCEs continue organizing and posting submitted content

JUNE 2023

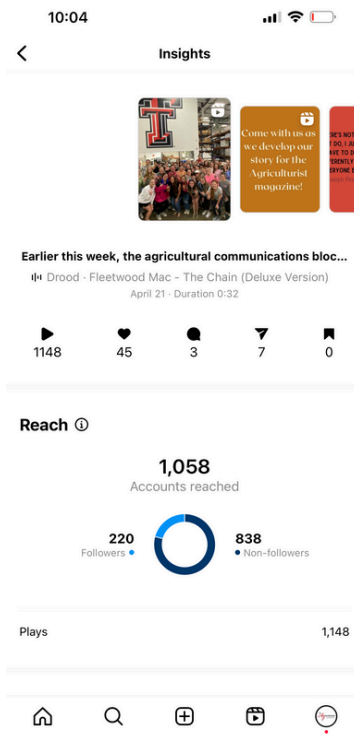
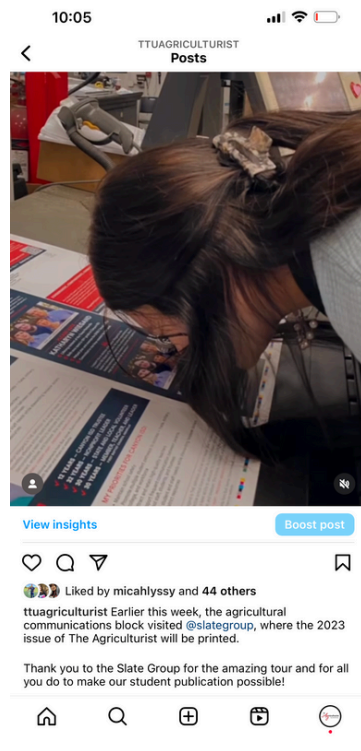
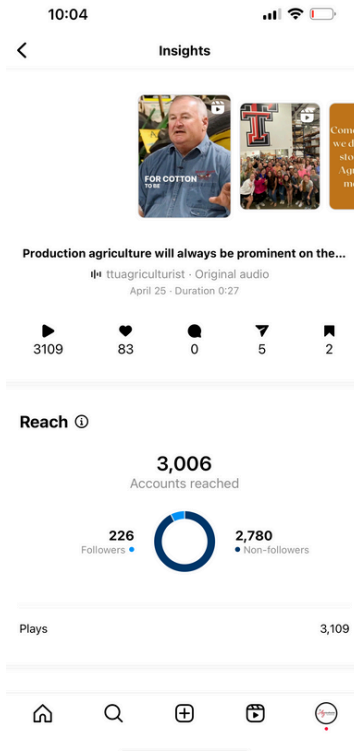
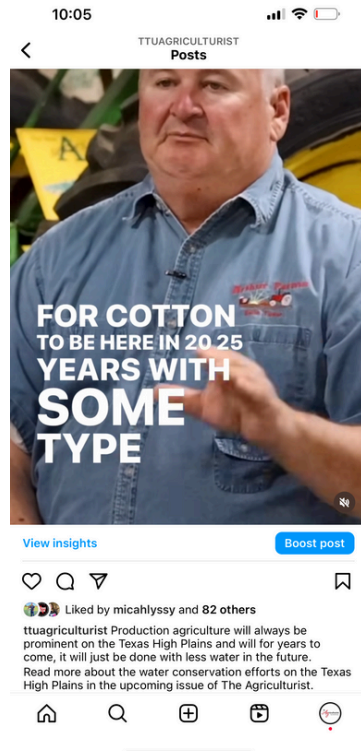
- Publication goes to press
- Stories posted to the website are approved by faculty and DCEs

JULY 2023

- DCEs schedule the remaining posts

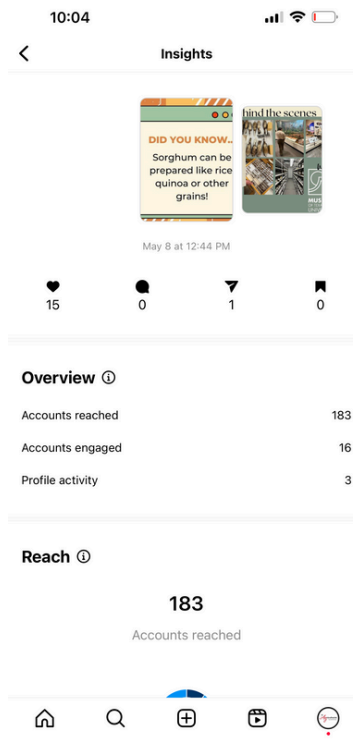
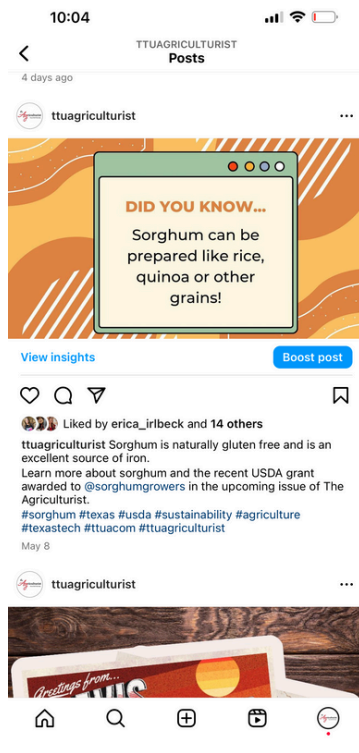
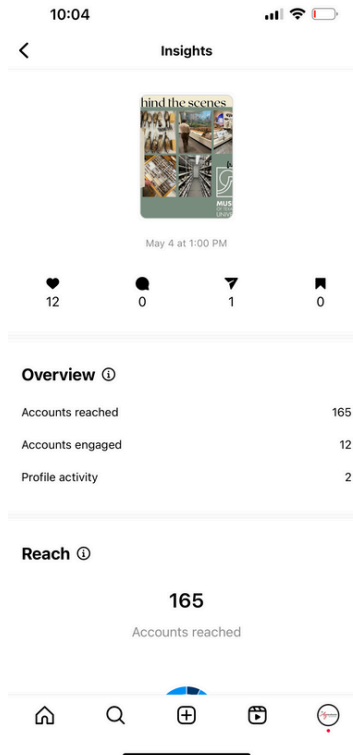
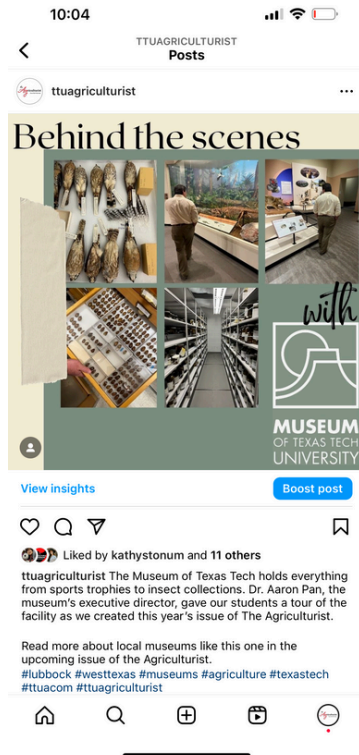
PERFORMANCE

INSTAGRAM BEST PERFORMING CONTENT



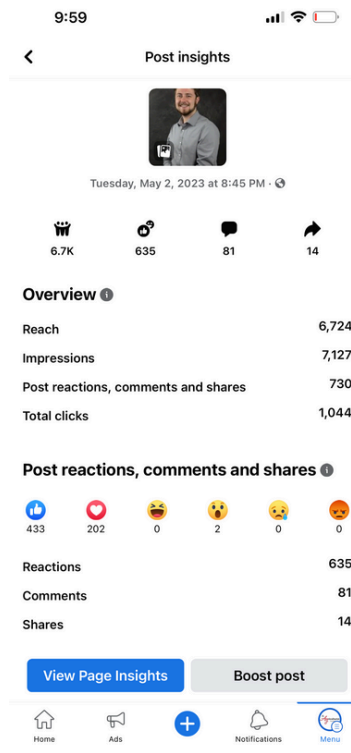
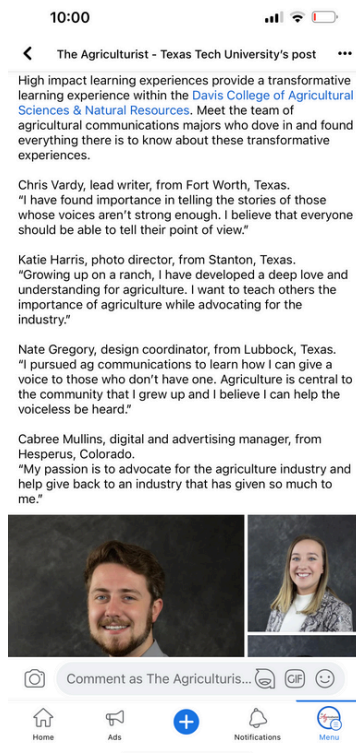
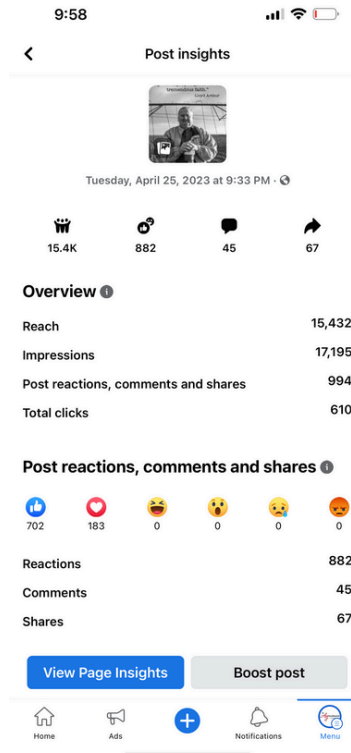
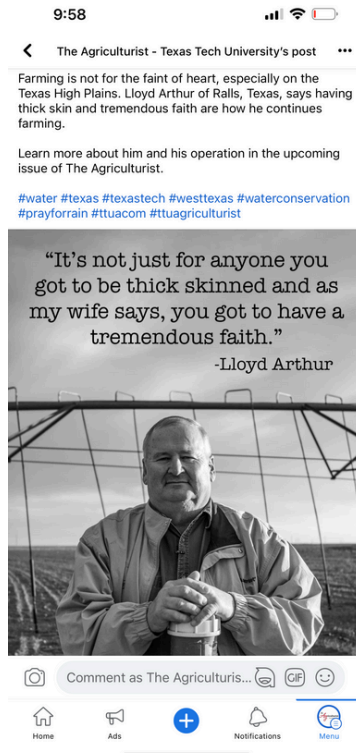
PERFORMANCE

INSTAGRAM WORST PERFORMING CONTENT



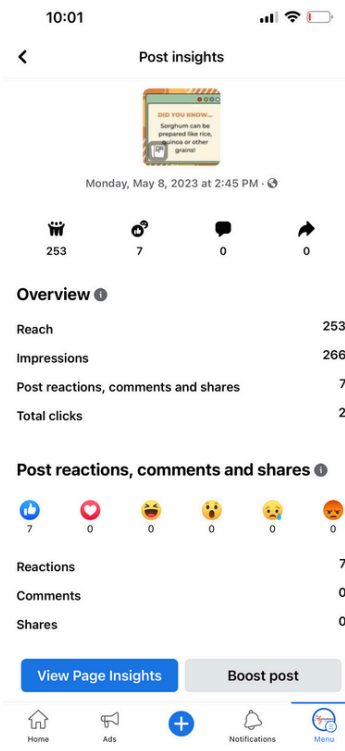
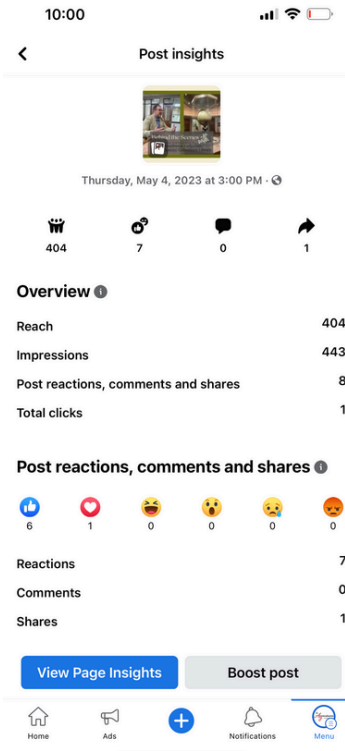
PERFORMANCE

FACEBOOK BEST PERFORMING CONTENT



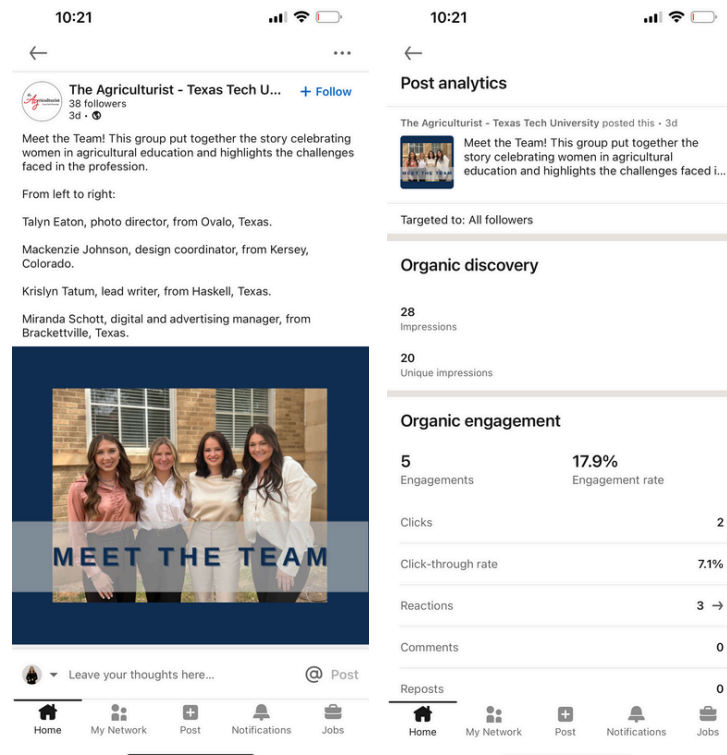
PERFORMANCE

FACEBOOK WORST PERFORMING CONTENT

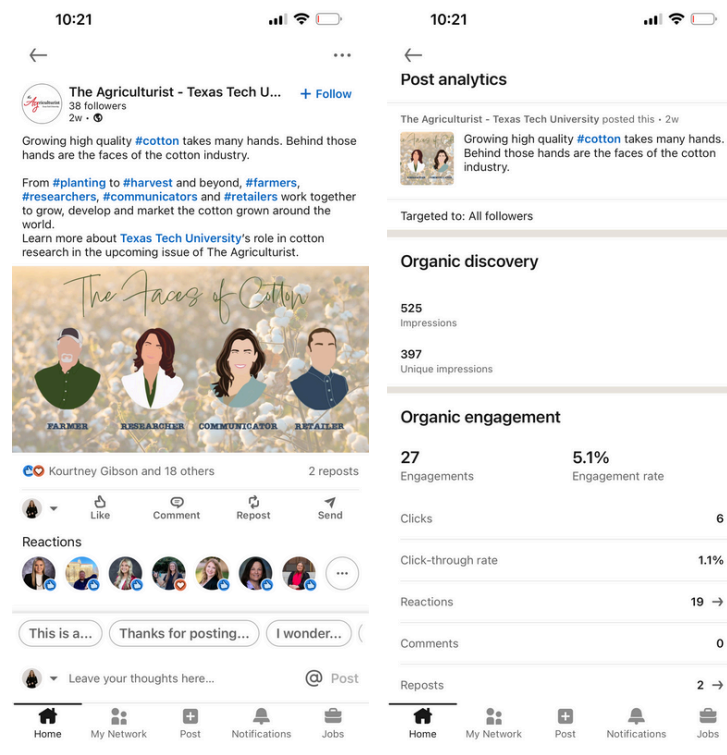


PERFORMANCE

LINKEDIN BEST PERFORMING CONTENT



LINKEDIN WORST PERFORMING CONTENT



RECOMMENDATIONS

INSTAGRAM

For Instagram, our best performing posts were reels. Reels are easily accessible, informative, and engage the audience more. The Instagram algorithm favors reels versus traditional picture posts at the moment. By keeping up with the trends, yet still informing the audience, our reels give us more reach. It is best to post short reels to keep the audience engaged. Hashtags and captions are an easy way to reach a wider span of people.

FACEBOOK

For Facebook, our best performing posts were personal pictures/graphics that the audience had an emotional connection to. These posts are easily shared on Facebook and allow a wider audience which in turn allows for more reactions, shares, and impressions. These posts should be informative, while appealing to the audience emotionally. Shares and impressions on Facebook tend to come from family members, friends, or others who have a connection to the content at hand.

LINKEDIN

For LinkedIn, our newest platform, we saw our highest performing post was a graphic that was easily digestible, and had quick tidbits of information in it about the story. As a platform for professionals, LinkedIn posts perform better when the content is personal which allows for a page to look and feel more authentic to the audience. Informative posts that are relevant to a professional's industry will captivate them more and incline them to share or interact.

CONTENT TOPIC CALENDAR

MAY 2023

Content will be selected from assignments submitted in ACOM 4311.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	High Impact Learning	History	International	Museums
Sorghum	Student Impact	TX Wine	Water	Women in Ag Ed
Advocacy	Alternative Energy	Cotton	Entrepreneurship	High Impact Learning
History	International	Museums	Sorghum	Student Impact
TX Wine	Water	Women in Ag Ed		

CONTENT TOPIC CALENDAR

JUNE 2023

Each post will link directly to the story on ttuagriculturist.com.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			Cover Story Reveal	TX Wine Profile 1
TX Wine Profile 2	TX Wine Sidebar 1	TX Wine Sidebar 2	Advocacy Story	Advocacy Profile 1
Advocacy Profile 2	Advocacy Sidebar 1	Advocacy Sidebar 2	Women in Ag Ed Story	Women Profile 1
Women Profile 2	Women Sidebar 1	Women Sidebar 2	Alternative Energy Story	Alt Energy Profile 1
Alt Energy Profile 2	Alt Energy Sidebar 1	Alt Energy Sidebar 2		

CONTENT TOPIC CALENDAR

JULY 2023

Each post will link directly to the story on ttuagriculturist.com.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Water Story	Water Profile 1	Water Profile 2	Water Sidebar 1	Water Sidebar 2
Cotton Story	Cotton Profile 1	Cotton Profile 2	Cotton Sidebar 1	Cotton Sidebar 2
Student Impact Story	Student Impact Profile 1	Student Impact Profile 2	Student Impact Sidebar 1	Student Impact Sidebar 2
Entrepreneurship Story	Entrepreneurship Profile 1	Entrepreneurship Profile 2	Entrepreneurship Sidebar 1	Entrepreneurship Sidebar 2
Sorghum Story				

CONTENT TOPIC CALENDAR

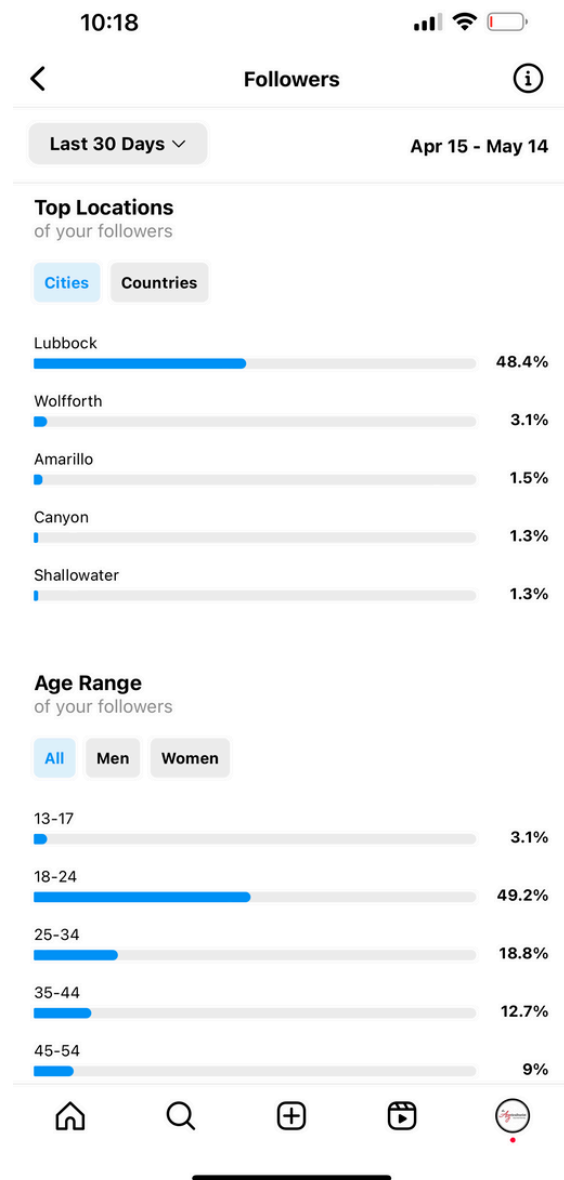
AUGUST 2023

Each post will link directly to the story on ttuagriculturist.com.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Sorghum Profile 1	Sorghum Profile 2	Sorghum Sidebar 1	Sorghum Sidebar 2
High Impact Learning Story	High Impact Profile 1	High Impact Profile 2	High Impact Sidebar 1	High Impact Sidebar 2
Museums Story	Museums Profile 1	Museums Profile 2	Museums Sidebar 1	Museums Sidebar 2
History Story	History Profile 1	History Profile 2	History Sidebar 1	History Sidebar 2
International Story	International Profile 1	International Profile 2	International Sidebar 1	International Sidebar 1

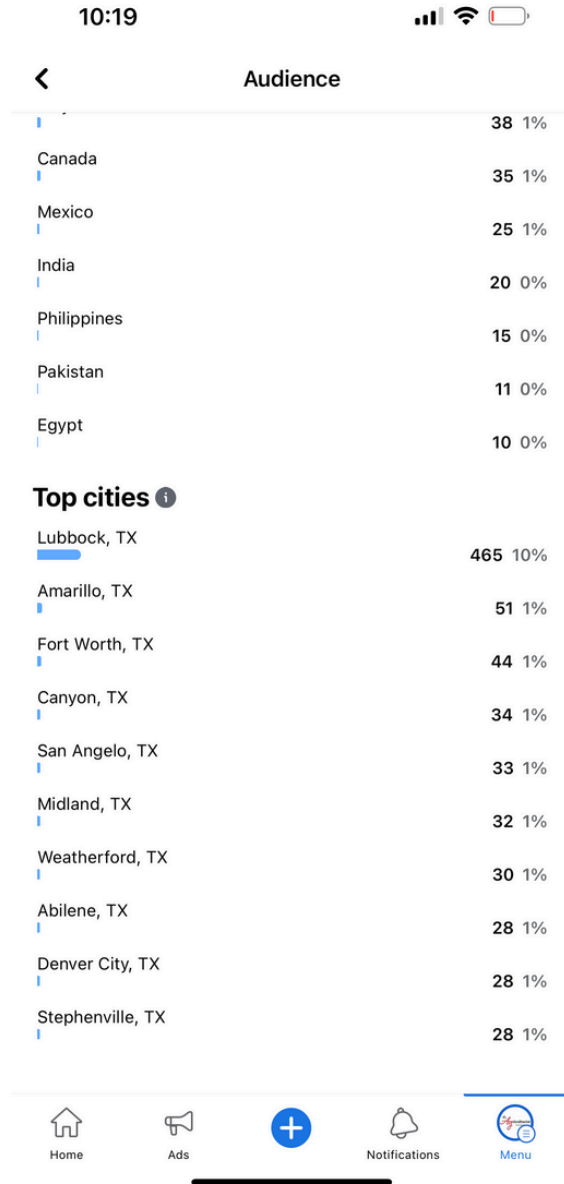
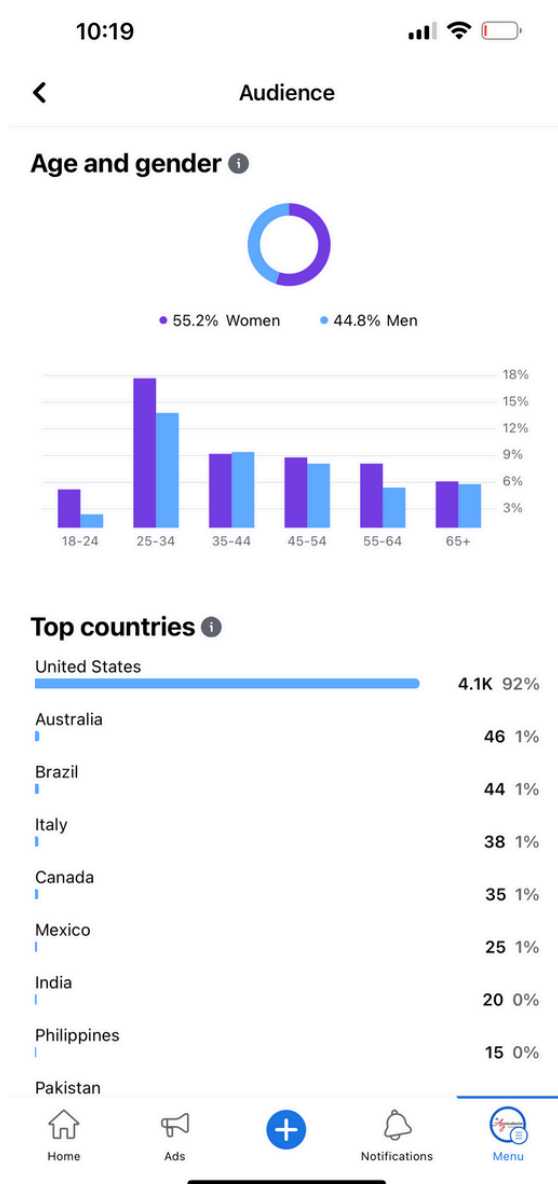
APPENDIX A

INSTAGRAM AUDIENCE DEMOGRAPHICS



APPENDIX A

FACEBOOK AUDIENCE DEMOGRAPHICS



APPENDIX A

LINKEDIN AUDIENCE DEMOGRAPHICS

Follower demographics ?

Industry ▼

Higher Education · 13 (34.2%)



Restaurants · 2 (5.3%)



Wholesale Raw Farm Products · 1 (2.6%)



Nuclear Electric Power Generation · 1 (2.6%)



Public Relations and Communications Services · 1 (2.6%)



Food and Beverage Services · 1 (2.6%)



E-Learning Providers · 1 (2.6%)



Internet Marketplace Platforms · 1 (2.6%)



Wholesale · 1 (2.6%)



Photography · 1 (2.6%)



Follower demographics ?

Location ▼

Lubbock-Levelland Area · 24 (63.2%)



Tyler-Jacksonville Area · 1 (2.6%)



Austin, Texas Metropolitan Area · 1 (2.6%)



Dallas-Fort Worth Metroplex · 1 (2.6%)



Greater Houston · 1 (2.6%)



Greater Corpus Christi Area · 1 (2.6%)



Hampton Roads, Virginia Metropolitan Area · 1 (2.6%)



Greater Vijayawada District, India · 1 (2.6%)



San Antonio, Texas Metropolitan Area · 1 (2.6%)



Others · 6 (15.8%)



APPENDIX B

STORY TOPIC	SHORT NAME	HEADLINE
Lubbock Advocacy	Advocacy	"From Plains to Policy"
Alternative Energy	Alt Energy	"All the Above: Powering the High Plains"
Texas Tech's Cotton Research Portfolio	Cotton	"Collaboration in Cotton"
Entrepreneurship in the Davis College	Entrepreneurship	"Davis College: Rooted in Entrepreneurship"
High Impact Learning Experiences	High Impact	"Learning by Doing: How Davis College Promotes High Impact Learning"
Davis College History	History	"A Timeless Tradition"
Davis College's International Impact	International	"Davis College: An International Runway"
Lubbock Museums	Museums	"From Beginning to End: Lubbock's Hidden Histories"
Sorghum Sustainability Grant	Sorghum	"Creating Partnerships that Sustain"
Students Making an Impact	Student Impact	"Students Making A Difference"
Texas Tech's Role in the Growth of Texas Wine	TX Wine	"Fiber and Fine Wine"
Water Conservation	Water	"Down to the Last Drop"
Women in Agricultural Education	Women	"A Trend to Celebrate: Women in Agricultural Education on the Rise"