Soil Science: Using Social Media & Social Networking for Best Results

2015 National Cooperative Soil Survey Conference
Duluth, MN
What is Social Media

• Social media is a collection of internet-based tools that allow individuals to collaborate, create, and share digital content with one another.

• **Benefits of Social Media**
  
  • Allow information sharing with the public
  
  • Keep pace with fast moving events in real time
  
  • Harness the collective ingenuity with the public to support your mission
The Six Type of Social Media

- Social Networks
- Bookmarking Sites
- Social News
- Media Sharing
- Blogging & Forums
- Microblogging
The Six Types of Social Media

Social Networks
Definition: An online community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources, etc.

- A website or online service that facilitates this communication

Examples: Facebook, LinkedIn, ResearchGate, Pinterest

Bookmarking Sites
Definition: A **social bookmarking** service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents.

Examples: BibSonomy, CiteULike, Google Bookmarks

Social News
Definition: A website that features user posted stories that are ranked based on popularity.

Examples: Reddit, Digg, Slashdot
### The Six Types of Social Media

#### Media Sharing
A website that enables users to store and share their multimedia files (photos, videos, music) with others. Such sites are often freemium based, providing a modest amount of free storage and paid subscriptions for greater storage.

**Examples:**
- **Files:** Cloud storage sites Droxbox, MediaFire, SkyDrive, Google Drive
- **Photos:** Tumblr, Instagram, Picasa
- **Video:** YouTube

#### Microblogging
A microblog differs from a traditional blog in that its content is typically smaller in both actual and aggregated file size. Microblogs “allow users to exchange small elements of content such as short sentences, individual images, or video links”, which may be the major reason for their popularity. These small messages are sometimes called *microposts*.

**Microblogging:**
- Examples: Twitter, Tumblr, Pinterest

#### Blogging and Forums
Definition: Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post.

**Examples:** Blogger, WordPress
Let’s do a Case Study
Form Groups of 3-4 people and designate your group leader

- Your group, an organization whose mission is to help society by promoting the wise use of soils by using scientifically-based soil information, has been given the task of implementing social media. (Use the Handout with a 10 step social media marketing plan)

How-to Implement Social Media Video (on next slide)
https://www.youtube.com/watch?v=KJfdj-IPVBg
1.) Who is our audience?
   - Should different strategies be used for different audience members?
   - Will we have partners, if so, who?

2.) What are our goals?
   - Goals should serve a well defined and mission oriented purpose

3.) What strategy should be set in place to achieve these goals?

4.) Which of the six types of social media will we use to reach our audience?

5.) What tools and resources will we need?
Examples & Discussion

**Professional Soil Classifiers Association of Alabama**
alabamasoilclassifiers.org

1.) Media Sharing
2.) Social Networks

**Wisconsin Society of Professional Soil Scientists**
https://wspss.wordpress.com/
1.) Blogging and Forums (WordPress)
2.) Media Sharing
3.) Social Networks

**Soil Science Society of Georgia**
www.sssga.com
1.) Media Sharing
2.) Social Networks

**Minnesota Association of Professional Soil Scientists**
mnsoilscientist.org
1.) Media Sharing
2.) Social networks
3.) Blogging and Forums
References

- Slide 2: http://timgrahl.com/the-6-types-of-social-media/
- Slide 5:
  - http://dictionary.reference.com/browse/social+network
- Slide 6:
  - http://encyclopedia2.thefreedictionary.com/media+sharing+site
  - http://en.wikipedia.org/wiki/Microblogging
  - http://timgrahl.com/the-6-types-of-social-media/
- Slide 8: How to use Social Media in the Federal Government: https://www.youtube.com/watch?v=cjdlKl5DlJQ
- Slide 10: Images
  - mnsoilscientist.org
  - https://wspsm.wordpress.com/
  - http://alabamasoilclassifiers.org/
  - www.sssga.com
  - alabamasoilclassifiers.org
- Slide 11: http://www.pargemr.com/images/medical-references_books.jpg
The Soils web page is a good starting place when looking for soil information.

- USDA web site
- NRCS web site
- State Office web sites
- Regional Office web sites
- Links to Social Media – Facebook, Twitter, GovDelivery, YouTube
- Browse by Audience or A-Z Index
- Subject Tabs at top – lead to other subject areas like Soil Geography or Technical References
- Contact Us tab – anonymous feedback or requests for assistance

http://soils.usda.gov
Get started with Twitter

- Create an account at http://www.twitter.com
- Download Twitter app on your mobile device
- Read more at https://support.twitter.com/groups/50-welcome-to-twitter#
- Watch tutorial video on https://www.youtube.com/watch?v=SBDYYGER5iM
- Can include images and hyperlinks.
Follow National Soil Survey Center on Twitter @USDA_NRCS_NSSC

Use Twitter to keep up-to-date on subjects that interest you and to share information with your customers.

Find NRCS State Twitter account. Search NRCS_XX where XX is the two-letter state abbreviation.
Search for Other Soils related Twitter Accounts
Once you are logged into your Facebook account, do a Search for “National Soil Survey Center (NSSC)” and then click “Follow” button.

You may also wish to search for “Professional Soil Scientists” or “Nebraska Society of Professional Soil Scientists”
govDelivery

- Designed specifically for the public sector, GovDelivery allows you to communicate effectively and efficiently with the public.
- Agencies maintain their own topics and can quickly and easily communicate with customers.
- Bulletins are e-mails sent to subscribers and can simultaneously be Tweeted.
- Customers can subscribe to topics they are interested in and decide when to receive communications.
govDelivery

To subscribe to topics, login to GovDelivery at https://public.govdelivery.com/accounts/USDANRCS/subscribers/new/

or go to Soils web page at http://soils.usda.gov and click on any of the red envelope icons 💌
govDelivery

Click on Subscriptions and subscribe to topics that interest you.

Set your Preferences to receive e-mail updates on the topics you subscribed to.
Soil Topics available in govDelivery
IBM Connections brings social networking to the enterprise, allowing you to communicate, collaborate, and build strong relationships with others. Whether you want to share important information, build a network of useful contacts, or follow people that interest you, there is an application for you.

https://connections.usda.gov/homepage/web/gettingStarted/

- All USDA employees have access and can build and control their own community and network with other USDA employees
- Can share files up to 1 GB in size
- Can use your profile to market your skills and abilities to others in USDA
- Apps available are:
  - Blogs
  - Activities
  - RSS feeds
  - Bookmarks
  - Files
- Future enhancements
  - External collaboration
  - Single sign on using Active Directory and eAuth
  - Connections mobile app
  - Application integration
NITC CloudVault

![NITC CloudVault Login Interface](image)

- Username
- Password
- Remember
- Log in
NITC CloudVault

- Server space housed in NITC in Kansas City web farm. Similar to ftp service but more secure and flexible.
- Files protected inside web farm
- File size limitation per upload is currently 8GB
- Registered user can create a folder and share it using a public link and allow public upload of files. This opens up file sharing to anyone anywhere. Registered users can login to https://www.cloudvault.usda.gov
- Everyone should be able to use https://www.cloudvault.usda.gov/public.php?service=files&t=7adf4c17bdea7418baeb889deb2f3b6b to upload files to share with anyone anywhere. Just send them the URL.
NITC CloudVault

- Internet Explorer on USDA systems typically has “Compatibility View Settings” set to accommodate older applications. This messes up CloudVault and will need to be turned off. Remember to turn “Compatibility View Settings” back on so that WebTCAS will work!

- Expirations can be set on folders so they are deleted automatically.

- File folders can be password protected.
NITC CloudVault

Limitations:

- Only registered users can delete files from a shared folder.
- Only registered users can create and share a folder.
- Cost involved for each registered user account and for storage space used.
- If you change the URL or password for a shared folder, people you shared this information with before will no longer be able to access the folder.
This presentation and other related documents are available for downloading from https://www.cloudvault.usda.gov/public.php?service=files&t=448b6092f2f6f62dabb75fd2fd44f0ab

Questions/comments may also be e-mailed to tammy.cheever@lin.usda.gov or janine.anderson@mn.usda.gov.