

Appropriate Use of Media

Social or Otherwise



Goals



Conversation of Ideas

Appropriate Use of Appropriate Media for
Appropriate Audience

Poll



“Old” Media

Newspaper, Radio, Television

“New” Media

Websites, Blogs, E-Newsletters

“Social” Media

Facebook, etc.

Communication



“Old” Media

One way communication

“New” Media

Two way communication

“Social” Media

Multi way communication

Who



Demographic

Return on Investment

Appropriate Use



Why?

Appropriate Use



Media use should be part of an outreach plan.

Outreach Planning



Issue

Desired Result

Long Range Goals

Key Message

Audience

Questions to Answer

Short Term Objectives/Milestones

Team

Outreach Planning



Audience

Hooks

Delivery Vehicles

Engagement



How does each demographic engage?

What are the technological limitations?

What are the knowledge limitations?



Appropriate Media
for the
Appropriate Audience
for the
Appropriate Message.



Appropriate Message
for the
Appropriate Audience
using the
Appropriate Media.

Exercise



Issue

Desired Result

Long Range Goals

Key Message

Audience

Hooks

Delivery Vehicles

Policy Considerations



- Tie into other organizational policies
- Point person/Chain of command
- Public vs. private information
- Separation of personal and business
- Copyright/Fair use/Permissions
- Acceptable Behavior/Prohibited conduct
- Rebuttal/Content removal

Policy Considerations



- Google NEVER Forgets!
- Review and update

The End



Answers?

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