



# ESTABLISHING YOUR COUNTY'S ONLINE PRESENCE

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# WHAT'S OUT THERE

## Types of Digital Outreach

- **Social Media**

- Pros: Easy, convenient, free
- Cons: Needs constant attention, can be overwhelming

- **E-mail Marketing**

- Pros: Easy, convenient, free and on-demand
- Cons: Requires creativity and careful time management to avoid being ignored and redundant

- **Websites**

- Pros: No limitations, great for webinars, online shopping and virtual tours
- Cons: not free, time-consuming, requires major upkeep

# WHY IS DIGITAL OUTREACH IMPORTANT?

- <http://www.internetlivestats.com/>
- Your purpose for digital marketing is to sell an experience and provide useful information
- The Digital Age has taken over
  - Farmer's Markets are now using mobile payment processing apps



# MEETING THE NEEDS OF YOUR TARGET

- Who is your target audience?
- What do they want to know and see?
- Whatever you choose, make it work!
  - Set a goal
  - Reach out to those in your area
  - Request feedback
  - Keep it updated



# SOCIAL MEDIA

## WHAT IS IT?

- Referred to as networks, channels or platforms
- Two way visual communication
- Inexpensive (typically free)
- User friendly
- According to statistica.com, the number of social network users is expected to reach 2.5 billion by 2018.
- Approx. 75% of online adults use social networking (globally)
- 52% of these adults use multiple social media platforms
- 65% of American adults use social networking sites (Pew Research)
- Multiple uses for different networks
  - Facebook, Twitter, Instagram, Pinterest
  - Each network can sync to another



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# SOCIAL MEDIA

## FACEBOOK

OVER 1.7 BILLION MONTHLY USERS



- Profiles (individual)
  - Friends
  - Approval required for users to see your content
- Primary Engagement Opportunities
  - Shares
  - Comments
  - Likes
  - Private Messages
- Pages (organizational)
  - Created from an existing profile
  - “Likes” & Reviews
  - Open to the public
  - Schedule posts
  - View insights (easy to track activity)
  - Multiple admins & editors (optional)
  - Can be used for paid advertisement



# SOCIAL MEDIA

## FACEBOOK

ALMOST 1.7 BILLION MONTHLY USERS



- **The Lingo**

- Tag, share, like, comment, hashtag, trend, newsfeed

- **What, When and How to Post**

- Share information, graphics & receive feedback
- Post 5-10 times a week
- Celebrate holidays/related events
- Typical range from 40 to 250 characters
- 70% promoting your brand/product
- 20% shares
- 10% self-promotion

### **Your Page should include:**

- Contact information
- Location or District
- Events (annual, seasonal, random, etc.)
- Graphics (pictures and videos)
- An informational description that includes the history and mission of your organization
- Make time to update your content (stationary event details, profile/cover photos, description, etc.)



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# SOCIAL MEDIA

## TWITTER

OVER 1 BILLION ACTIVE USERS



- Creators of the trending #hashtag
  - To trend means making a group of words searchable by using the #
- Live; real-time
- Direct messages & notifications
- Younger population
- Good source for consuming information
- Tweets are limited to 140 characters
- Approval can be required for users to view your content (public/private Option)



# SOCIAL MEDIA

## TWITTER

OVER 1 BILLION USERS



- **The Lingo**

- Mention (@), handle, retweet, like, comment, hashtag (#), trend, discover, newsfeed

- **What, when and how to Post**

- Share information, graphics, links (cross-promote other networks)
- People on twitter want to see change and what's new
- On-demand information

# E-MAIL MARKETING



- MailChimp
  - Free e-mail account
  - Send 12,000 e-mails to 2,000 subscribers or less a year
  - Features include campaigns, templates, lists and groups, strategic e-mailing (scheduled), mobile friendly e-mails, option to link social media accounts, read receipts to know if client opens the e-mail

# E-MAIL MARKETING

- Do not spam or send e-mails without permission
- Know what to send, how often to send and when to send
- Over 90% of consumers check their e-mail everyday
- Easy to navigate, on-demand & posts can be scheduled
- Links, newsletters and other important information can be sent



# WEBSITES

- Know what content to publish
  - Resources, services, contact information, etc.
- Know your budget
- Research similar websites for ideas
  - Be careful not to mimic, but know what you want it to look like

# WEBSITES



WORDPRESS



# Pricing

## Perfect Pricing

100% Happiness Guarantee ⓘ

### Business

Fully integrated eCommerce and all available features. The complete package.

1 year domain FREE

**\$25**  
per month

### Pro

Professional multimedia features, powerful site search, and password protection.

1 year domain FREE

**\$12**  
per month

### Starter

Connect your own domain, remove Weebly branding, and expanded site stats.

1 year domain FREE

**\$8**  
per month

### Free

Everything you need for a high quality site. Create unlimited pages and host your site for free.

**\$0**  
per month

Need more than 20 sites? [Contact Us](#).



## Premium Plans

Wix gives 100s of templates, unlimited pages & top grade hosting FREE  
Upgrade to Premium and get even more

	VIP First Priority Support	eCommerce Best for Small Business	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
<div>BEST VALUE</div> <div>Yearly Savings Plans</div>	\$24 <sup>92</sup> /month <del>\$39.99</del> Save 35%	\$16 <sup>58</sup> /month <del>\$26.99</del> Save 35%	\$12 <sup>92</sup> /month <del>\$23.99</del> Save 45%	\$9 <sup>75</sup> /month <del>\$13.99</del> Save 30%	\$4 <sup>08</sup> /month <div><div></div>This Plan Displays Wix Brand Ads</div>
🌐 Domain	1 Year Free	1 Year Free	1 Year Free	1 Year Free	
🎁 Ad Vouchers	\$300 Value	\$300 Value	\$300 Value		
➕ Free Premium Apps	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value		
💎 Special	VIP Support Line				
▶ Pay per Month	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Buy Now	<input type="radio"/>	<input type="radio"/>
Bigger Storage	20GB	20GB	10GB	3GB	500MB
Wider Bandwidth	UNLIMITED	10GB	UNLIMITED	2GB	1GB
Connect Your Domain	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
Free Hosting	✓	✓	✓	✓	✓

# Choose your WordPress.com flavor

Discover what your website or blog can do with a powerful plan



## Free

**Free** *for life*

- ✓ Unlimited pages and blog posts
- ✓ A custom WordPress.com address
- ✓ Hundreds of free themes
- ✓ 3GB of space for files and media
- ✓ Community support

Just start creating: get a free site and be on your way to publishing your content in less than five minutes.

[Start for Free](#)



## Premium

**\$8.25** *per month, billed yearly*

- ✓ Unlimited pages and blog posts
- ✓ Your custom domain
- ✓ Hundreds of free themes
- ✓ Advanced design customization
- ✓ 13GB of space for files and media
- ✓ No ads
- ✓ Email and Live chat support

Go beyond basic with a supercharged WordPress.com website. The same easy-to-use platform, now with more features and more customization.

[Start with Premium](#)



## Business

**\$24.92** *per month, billed yearly*

- ✓ Unlimited pages and blog posts
- ✓ Your custom domain
- ✓ 50+ premium themes included
- ✓ Advanced design customization
- ✓ Unlimited space for files and media
- ✓ No ads
- ✓ Google Analytics
- ✓ Email and Live chat support

Your online presence is more than a hobby. Create a high-impact website or blog by choosing the best of WordPress.com.

[Start with Business](#)

# WHAT TO POST:

- **Regional/district information**
- **Safety awareness & crime prevention**
- **Emergency alerts & severe weather updates**
- **Construction updates & road closings**
- **Public service & board meeting announcements**
- **Promote local businesses & organizations**



# STARTING & EXPANDING A WEB-BASED PRESENCE

- Ask yourself these important questions:
  - What am I currently doing to successfully reach my audience?
  - What would be most beneficial?
  - What am I most comfortable with?
  - How much time and money do I have to spend on a sufficient online presence?
  - Is it feasible?

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