

Divide and conquer

Using multiple feeds and outlets to reach specific audiences



Our approach

- **Facebook-Florida Sea Grant**
 - Audience mostly **students**
 - Only post content related to them
 - **Jobs/internships**
 - **Student features**
 - **Scientist interviews**
 - Success!
- **Facebook (County extension agents)**
 - They have their **own local audiences**
 - Keep their posts specific to their counties
 - **Workshops and events**
 - **Tips**
 - **Program efforts**
 - A way to showcase their program



Our approach

- **Twitter**

- A chance to aggregate
- County extension feeds
- Relevant news
- Publications
- Facebook material

- **Why?**

- More diverse audience
- A medium where more posting is acceptable
- Easy to use an aggregating program (HootSuite, Tweet Deck)



Rationale

- **HUGE state, large coastline**
 - Audiences **differ**
 - Agents want to promote their programs in their counties
- **Future plans**
 - Make an Instagram
 - Allow agents to contribute photos of field work
 - Second FB identity used to aggregate county posts and promote love of Florida (Sea Florida)

