

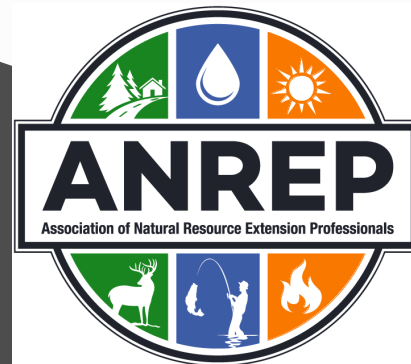
MESSAGE TESTING AND TARGETING ON SOCIAL MEDIA TO IMPROVE THE REACH OF EXTENSION PROGRAMMING

30-Minute Webinar

Webinar will begin at 1pm EST

Today's webinar will be recorded

<https://anrep.org/>



**Association of Natural
Resources Extension
Professionals**



<https://anrep.org/>

WELCOME & INTRODUCTION

ANREP: Association of Natural Resource Extension Professionals

A national association for Cooperative Extension Service (CES) professionals (and other outreach educators) working in natural resources

Please consider becoming a member!

Benefits: Professional development and networking opportunities, national natural resource education initiatives, biennial conference (Wilmington, NC in 2026), awards program

Reaching Your Target Audience & Providing Innovative Programs

2025 ANREP Webinar Series

Brought to you by the ANREP Professional & Leadership Development Committee



WEBINAR SERIES

Series developed in response to ANREP member survey which indicated interest in short, interactive webinars on a variety of topics, including communications and media.

Note: These webinars are designed to be brief (only 30 minutes) and only provide main points and best practices of the topic covered

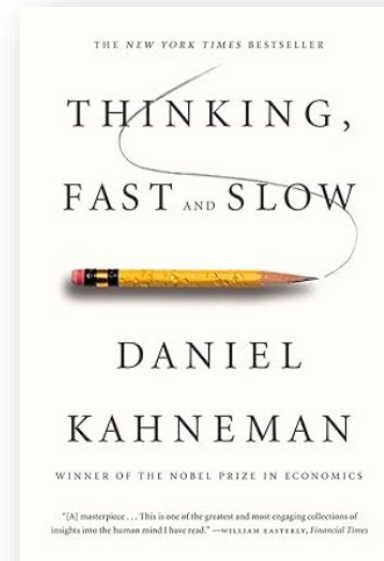
One door prize awarded at end of webinar.



More information about ANREP or the webinar series, please contact: Holly Campbell, Chair, ANREP PLD, hollycam@uga.edu

Access other webinars in the series:

<https://forestrywebinars.net/sponsor-pages/association-of-natural-resource-extension-professionals-anrep>



TODAY'S WEBINAR

Message Testing and Targeting on Social
Media to Improve the Reach of Extension
Programming

Presented by:

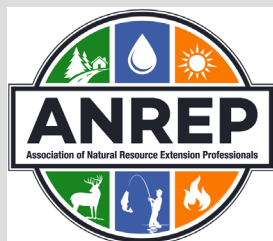
Dr. Bret Shaw

Professor

Department of Life Sciences

Communication

University of Wisconsin-Madison





Message Testing and Targeting on Social Media to Improve the Reach of Extension Programming

Bret Shaw

Professor, Life Sciences Communication & Division of Extension



Extension

UNIVERSITY OF WISCONSIN-MADISON



Agenda

- Background on use of paid vs. organic posts on Facebook/Instagram
- Message framing/testing
- Targeting
 - Demographics, interests, geotargeting, lookalike audiences
- Implications and discussion



Background

- Many Extension professionals use social media, though most of these efforts are organic posts
 - Generally, a small percentage of followers will see your organic posts (unless there are a lot shares)
 - Declining organic reach is an ongoing trend, algorithms prioritize paid ads
- Only people managing the social media account can see the reach
- This presentation features examples of message testing and targeting to inform outreach for Extension Natural Resource Professionals

Message framing

- How information is conveyed can influence attitudes and behavior
- *Emphasis framing*: draws attention to one aspect of a topic while deemphasizing other aspects
- Both text and visuals matter
- Success depends on audience's interests and worldview
- Social media allows for **real-world** tests of message frames

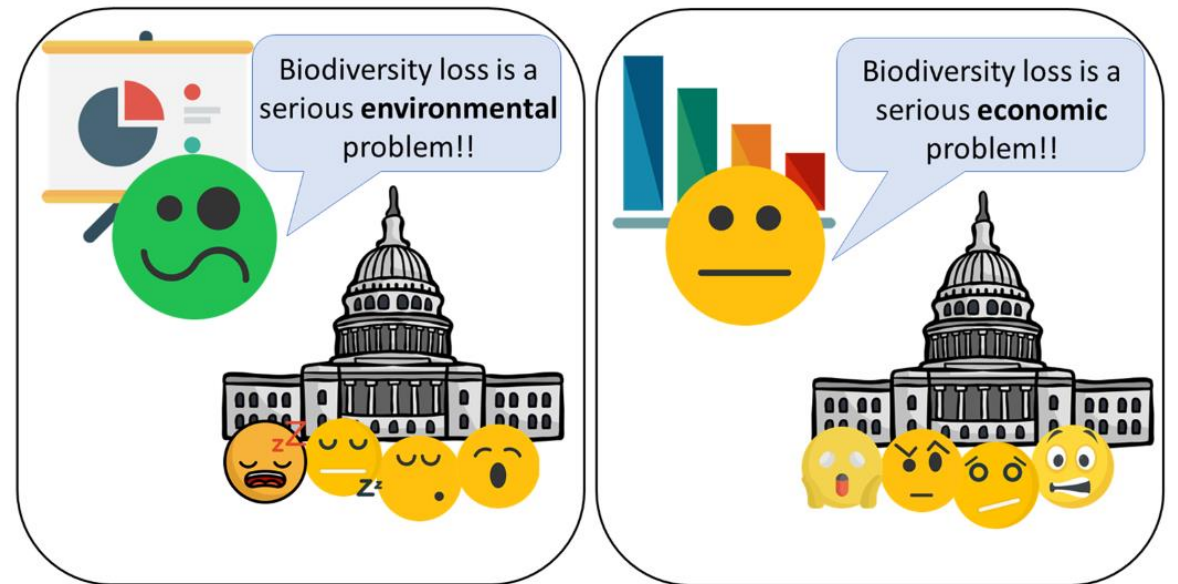




Image: Kusmanoff et al., 2020

Encouraging interest in maple syrup production with Extension Natural Resources Institute Maple Syrup Program



Community

 Wisconsin Extension Maple Syrup Program
Sponsored · 

Spend time with family and friends by making maple syrup. Explore our resources for beginning producers.





maple.extension.wisc.edu
Make Maple Syrup
Tips for maple producers

[Learn more](#)

 Like  Comment  Share

Food

 Wisconsin Extension Maple Syrup Program
Sponsored · 

Enjoy producing your own natural sweetener from scratch by making maple syrup. Explore our resources for beginning producers.





maple.extension.wisc.edu
Make Maple Syrup
Tips for maple producers

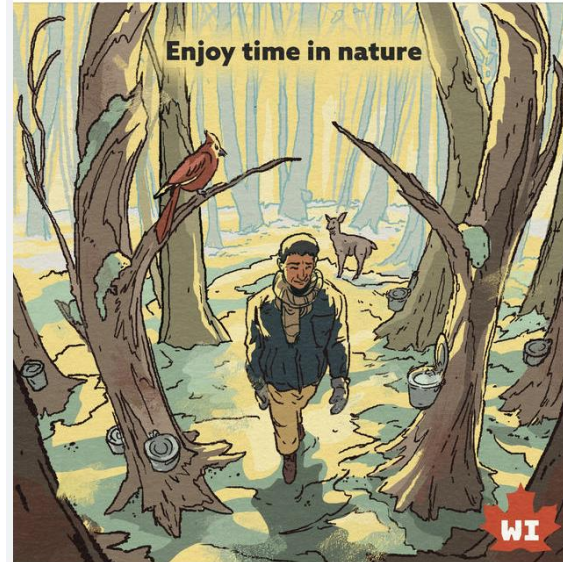
[Learn more](#)

 Like  Comment  Share

Nature

 Wisconsin Extension Maple Syrup Program
Sponsored · 

Spend more time in nature by making maple syrup. Explore our resources for beginning producers.





maple.extension.wisc.edu
Make Maple Syrup
Tips for maple producers

[Learn more](#)

 Like  Comment  Share

Physicality

 Wisconsin Extension Maple Syrup Program
Sponsored · 

Enjoy the physical activity of working the land by making maple syrup. Explore our resources for beginning producers.



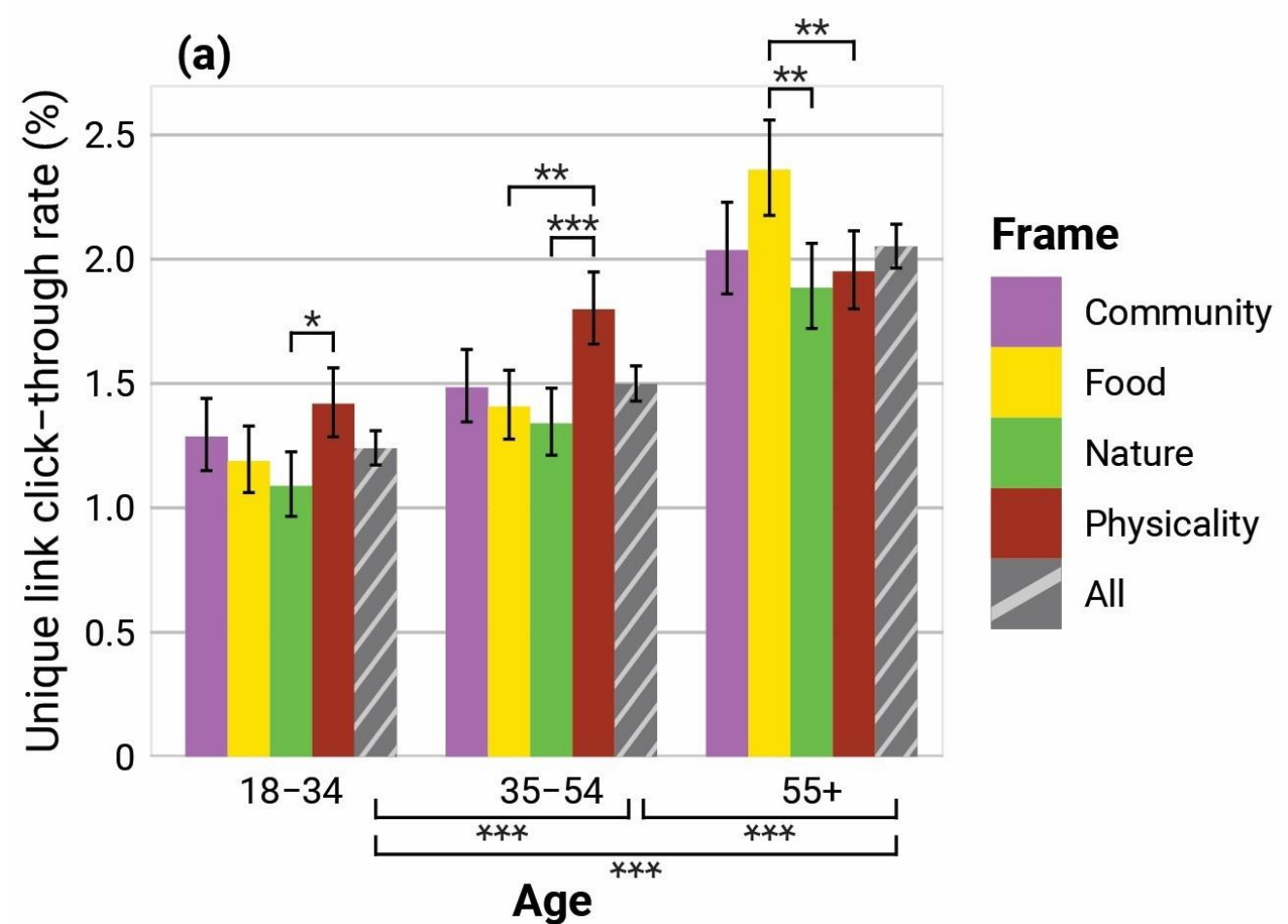
maple.extension.wisc.edu
Make Maple Syrup
Tips for maple producers

[Learn more](#)

 Like  Comment  Share

CTRs by age and frame

- Compared to ages 18–34:
 - Ages 35–54 were **21% more likely** to click
 - Ages 55+ were **67% more likely** to click
- Highest CTRs:
 - 18–34: *physicality*
 - 35–54: *physicality*
 - 55+: *food*

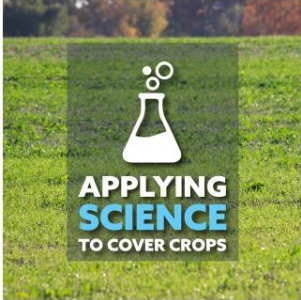




Encouraging cover crops with Iowa Learning Farms

Iowa Learning Farms
Sponsored · 🌱

Farmers put science to work with cover crops. Free Iowa cover crop field days on Nov. 16 (near Kanawha) and Nov. 17 (near Walcott). As innovators, Iowa farmers use science-based practices that improve soil health and water quality.



APPLYING SCIENCE TO COVER CROPS

IOWALEARNINGFARMS.ORG
Cover crop field days on Nov. 16 & 17 [LEARN MORE](#)

Like Comment Share

Science

Iowa Learning Farms
Sponsored · 🌱

Cover crops make sense for Iowa farm businesses. Free Iowa cover crop field days on Nov. 16 (near Kanawha) and Nov. 17 (near Walcott). As land managers, Iowa farmers use cover crops to invest in their soil quality and enhance the economic value of their farmland.



ENHANCE THE ECONOMIC VALUE WITH COVER CROPS

IOWALEARNINGFARMS.ORG
Cover crop field days on Nov. 16 & 17 [LEARN MORE](#)

Like Comment Share

Business

Iowa Learning Farms
Sponsored · 🌱

Farmers protect Iowa's future with cover crops. Free Iowa cover crop field days on Nov. 16 (near Kanawha) and Nov. 17 (near Walcott). As protectors of the land, farmers help Iowa's future by retaining soil and improving water quality.



PROTECT IOWA'S FUTURE WITH COVER CROPS

IOWALEARNINGFARMS.ORG
Cover crop field days on Nov. 16 & 17 [LEARN MORE](#)

Like Comment Share

Hero

Iowa Learning Farms
Sponsored · 🌱

Iowa farmers take care of the land with cover crops. Free Iowa cover crop field days on Nov. 16 (near Kanawha) and Nov. 17 (near Walcott). As stewards, Iowa farmers use cover crops to reduce nutrient losses and feed important soil microorganisms.



CARING FOR THE LAND WITH COVER CROPS

IOWALEARNINGFARMS.ORG
Cover crop field days on Nov. 16 & 17 [LEARN MORE](#)

Steward



Aquatic Invasive Species Prevention Campaign

Wisconsin Lakes Partnership
Sponsored · Like Page

Zebra mussels are present in Wisconsin's lakes and can impact fisheries and recreation.



ZEBRA MUSSELS IMPACT FISHERIES AND RECREATION

Prevent the spread of invasive species
Stop invasive species in your wake. The Stop Aquatic Hitchhikers campaign empowers recreational users to stop the transport and spread of these harmful aquatic invasive species.

STOPAQUATICHITCHHIKERS.ORG [Learn More](#)

Wisconsin Lakes Partnership
Sponsored · Like Page

Help fight the battle against zebra mussels.



STOP THE ZEBRA MUSSEL INVASION

Stop the Zebra Mussel Invasion
Stop invasive species in your wake. The Stop Aquatic Hitchhikers campaign empowers recreational users to stop the transport and spread of these harmful aquatic invasive species.

STOPAQUATICHITCHHIKERS.ORG [Learn More](#)

Wisconsin Lakes Partnership
Sponsored · Like Page

Keep them out of Wisconsin's lakes.

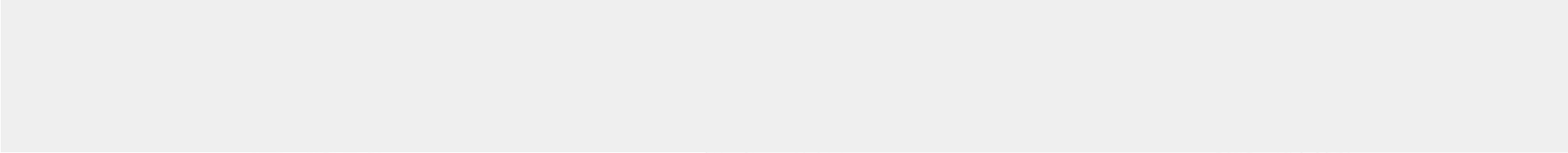


ZEBRA MUSSELS NOT NATIVE. NOT WELCOME.

Not Native. Not Welcome.
Stop invasive species in your wake. The Stop Aquatic Hitchhikers campaign empowers recreational users to stop the transport and spread of these harmful aquatic invasive species.

STOPAQUATICHITCHHIKERS.ORG [Learn More](#)

Urban coyote co-existence



Ecological:

UW Urban Canid Project Sponsored

Coyotes are a Part of the Food Chain:
Coyotes are the top predators in urban areas. As an important part of the food web, coyotes feed on animals, including pest populations like rats, and native populations like rabbits, to help maintain a balanced variety of wildlife in your area.



UW Urban Canid Project
This page serves as the online community resourc... [Follow](#)

Moralistic:

UW Urban Canid Project Sponsored

Part of the Native Community:
Learn how to positively coexist with coyotes in your community. Most people in urban areas live close to coyotes their whole lives without knowing it. As native wildlife of Wisconsin, they have the right to coexist with us.



UW Urban Canid Project
This page serves as the online community resourc... [Follow](#)

Scientific:

UW Urban Canid Project Sponsored

Coyote Communication:
One interesting scientific fact about coyotes is that they will respond to sounds like sirens and train whistles in urban areas. People have learned that coyotes will howl when they hear train whistles or sirens from emergency vehicles.



UW Urban Canid Project
This page serves as the online community resourc... [Follow](#)

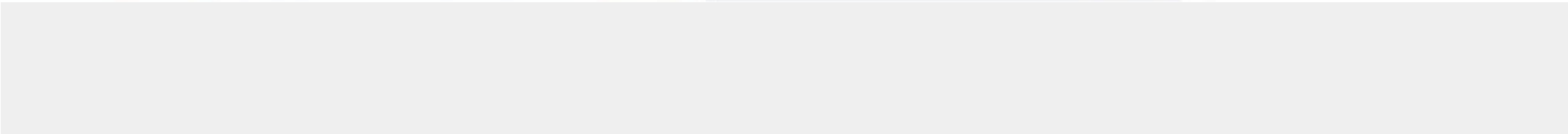
Negativistic:

UW Urban Canid Project Sponsored

More Afraid of You:
Coyote-human conflicts are very rare, but if you find yourself encountering a coyote, you're encouraged to haze the animal by waving your arms, yelling, or clapping. Coyotes that live in urban areas have a natural fear of humans and will move away!



UW Urban Canid Project
This page serves as the online community resourc... [Follow](#)





Comparing Gain and Loss Frames to Encourage Pruning Private Urban Trees



Wisconsin Arborist Association ...

Sponsored · 🌐

Care for your trees now to enjoy their beauty for generations. A local ISA Certified Arborist® can help keep your trees healthy and protect your property.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

LEARN MORE



Wisconsin Arborist Association ...

Sponsored · 🌐

Ignoring problems with your trees now will only lead to bigger problems later. A local ISA Certified Arborist® can prevent you from losing your trees and reduce risk to your property.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

LEARN MORE

Campaign to Grow Followers of Hmong Farmers on Facebook

Facebook Feeds

 Wisconsin Hmong/HMoob Growers
Sponsored · 🌐

Follow our page for Hmong/HMoob growers in Wisconsin.

Los Koom Nrog Peb Cov HMoob Ua Teb Nyob Hauv WI

Los caum peb rau:

- **Kev Kawm:** Qhia txog kev xaib thiab yuav av, cog qoob loo thiab ntau yam ntxiv los ntawm cov kws paub txog kev ua teb.
- **Kev Cobeghis:** Kawm kev bawj ntse kev poub tshob ua ke tim ntsej tim muag thiab hauv online tshob.
- **Ob Hom Lus Posts:** Ntau ntawv, duab, thiab video has lus HMoob thiab lus Asut.

Wisconsin Hmong/HMoob Growers 

   You, Wisconsin Hm... 2 comments

 Like  Comment  Share

Facebook Feeds

 Wisconsin Hmong/HMoob Growers
Sponsored · 🌐

Follow our page for Hmong/HMoob growers in Wisconsin.

Join a Community of WI Hmong Growers

Follow us for:

- **Resources:** Info from experienced experts about land access, growing methods and more!
- **Workshops:** Face-to-face and virtual sessions to learn new skills.
- **Bilingual Posts:** Content in Hmong and English.

Wisconsin Hmong/HMoob Growers 

   Wisconsin Hmong/... 4 comments

 Like  Comment  Share

Promoting interest in local farmers markets



Fresh & Healthy

Wisconsin Rapids Downtown Farmers Market
Sponsored (demo) · 🌐

Find fresh and healthy food at the Wisconsin Rapids Downtown Farmers Market!



Wisconsin Rapids Downtown Farmers Market
100-198 1st Avenue South, Wisconsin Rapids, WI, United States, Wis...

THURSDAY, JUL 25
8 AM – 2 PM

SATURDAY, JUL 27
8 AM – 2 PM

☆ INTERESTED

☆ INTERESTED

👍 14

💬 1 comment

👍 Like 💬 Comment ➦ Share

Fun

Wisconsin Rapids Downtown Farmers Market
Sponsored (demo) · 🌐

Enjoy a fun day out at the Wisconsin Rapids Downtown Farmers Market!



Wisconsin Rapids Downtown Farmers Market
100-198 1st Avenue South, Wisconsin Rapids, WI, United States, Wis...

THURSDAY, JUL 25
8 AM – 2 PM

SATURDAY, JUL 27
8 AM – 2 PM

☆ INTERESTED

☆ INTERESTED

👍 8

👍 Like 💬 Comment ➦ Share

Local Farmers

Wisconsin Rapids Downtown Farmers Market
Sponsored (demo) · 🌐

Support local farmers at the Wisconsin Rapids Downtown Farmers Market!



Wisconsin Rapids Downtown Farmers Market
100-198 1st Avenue South, Wisconsin Rapids, WI, United States, Wis...

THURSDAY, JUL 25
8 AM – 2 PM

SATURDAY, JUL 27
8 AM – 2 PM

☆ INTERESTED

☆ INTERESTED

👍 19

👍 Like 💬 Comment ➦ Share

Sustainable Food

Wisconsin Rapids Downtown Farmers Market
Sponsored (demo) · 🌐

Find sustainable food at the Wisconsin Rapids Downtown Farmers Market!



Wisconsin Rapids Downtown Farmers Market
100-198 1st Avenue South, Wisconsin Rapids, WI, United States, Wis...

THURSDAY, JUL 25
8 AM – 2 PM

SATURDAY, JUL 27
8 AM – 2 PM

☆ INTERESTED

☆ INTERESTED

👍 3

👍 Like 💬 Comment ➦ Share

Name and icon of local market


 The header of the Facebook event page for 'Wisconsin Rapids Downtown Farmers Market'. It includes the market's profile picture (a circular logo with a 'W'), the name 'Wisconsin Rapids Downtown Farmers Market', and the text 'Sponsored (demo)'.

Same sentence structure for each frame

Enjoy a fun day out at the Wisconsin Rapids Downtown Farmers Market!

Same artistic style and color palette for each frame



Link to Facebook Event page

Wisconsin Rapids Downtown Farmers Market
 100-198 1st Avenue South , Wisconsin Rapids, WI, United States, Wis...

Date and time of next two markets (scrolls horizontally to reveal future dates)

<p>THURSDAY, JUL 25 8 AM - 2 PM</p> <p>☆ INTERESTED</p>	<p>SATURDAY, JUL 27 8 AM - 2 PM</p> <p>☆ INTEF</p>
---	--

"Interested" buttons

8

Like Comment Share



Message test and ad considerations

- Image, text and headline most crucial when people ‘trolling and scrolling’
- If you are comparing message frames, aesthetic equivalency is important to test the concept rather than the design
- Message tests tell you not only what works best overall, but also what message works best for what groups
- Social media algorithms and features always changing
 - Moving toward AI
 - Efforts to control content have suppressed politicized issues like climate change



Targeting Basics

- **Boosting**
 - Paying to increase reach of your posts including and beyond your followers so they are seen by people who don't follow you but share similar interests and demographics as your followers
- **Lookalike audiences**
 - Uses email lists or existing social media followers to target people with characteristics similar to those people
- **Demographics**
 - Age, gender, relationship status, etc.
- **Geo-targeting**
 - Target people based on their location from 1-mile radius to global. Geotargeting can be especially helpful for promoting face-to-face Extension programming such as workshops.
- **Interests**
 - Forestry, outdoor recreation, agriculture, etc.

Time and Geographic Specific Ad



Facebook Feeds

Wisconsin Hmong/HMoob Growers
Sponsored

Follow our page for Hmong/HMoob growers in Wisconsin!

Nyob Zoo HMoob Growers/Farmers to the Wausau HMoob Festival!

Follow our Community of WI HMoob Growers for:

- **Resources:** Info from experts about land access, growing methods and more!
- **Workshops:** Face-to-face and virtual sessions to learn new skills.
- **Bilingual Posts:** Content in HMoob and English.
- **Workshops:** Face-to-face and virtual sessions to learn new skills.
- **Bilingual Posts:** Content in HMoob and English.

Wisconsin Hmong/HMoob Growers

36 1 comment

Like Comment Share

Facebook Stories

Wisconsin Hmong/HMoob Growers
Sponsored

Nyob Zoo HMoob Growers/Farmers to the Wausau HMoob Festival!

Follow our Community of WI HMoob Growers for:

- **Resources:** Info from experts about land access, growing methods and more!
- **Workshops:** Face-to-face and virtual sessions to learn new skills.
- **Bilingual Posts:** Content in HMoob and English.
- **Workshops:** Face-to-face and virtual sessions to learn new skills.
- **Bilingual Posts:** Content in HMoob and English.

Follow our page for Hmong/HMoob growers in Wisconsin!

Like this page

HWF 2024
Hmong Wausau Festival
PEOPLE'S SPORTS COMPLEX
602 E. KENT STREET WAUSAU, WI 54403
JULY 27-28, 2024

VENDOR INFORMATION:
Mitsub Khang
mitsubkhang@monopaxamericancenter.org
(715) 842-8390

CONTACT INFORMATION:
General Email: hmongwausaufestival@gmail.com
General Phone: (715) 842-8390

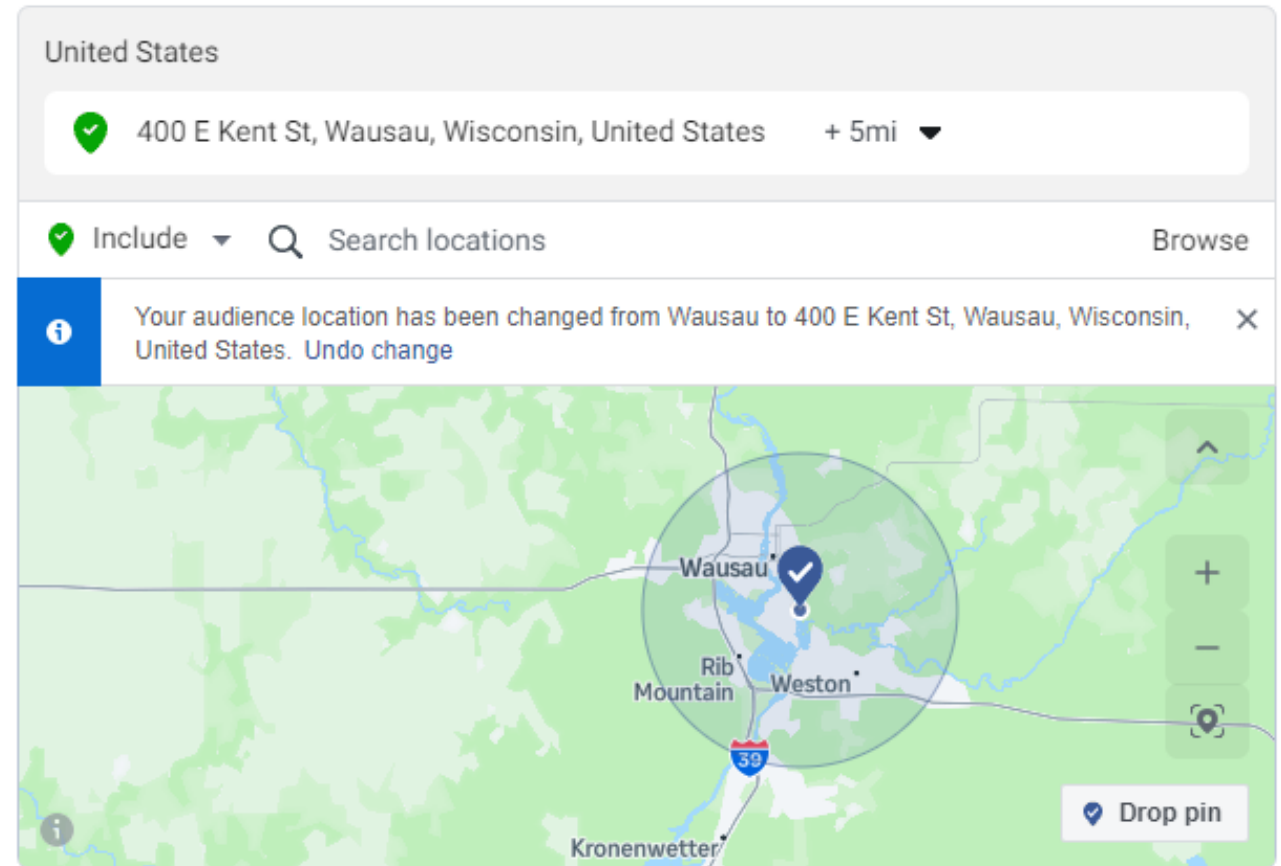
Wausau Festival
RIS MOUNTAIN Rothschild

HONG WAUSAU Festival

Time and Geographic Specific Ad

- **Driving Engagement:**
 - Leverage increased online traffic during event to maximize reach.
- **Cultural Significance:**
 - Engage with the HMoob community at major cultural event
- **Targeted Outreach:**
 - Geo-targeting is cost-effective way to reach audience.

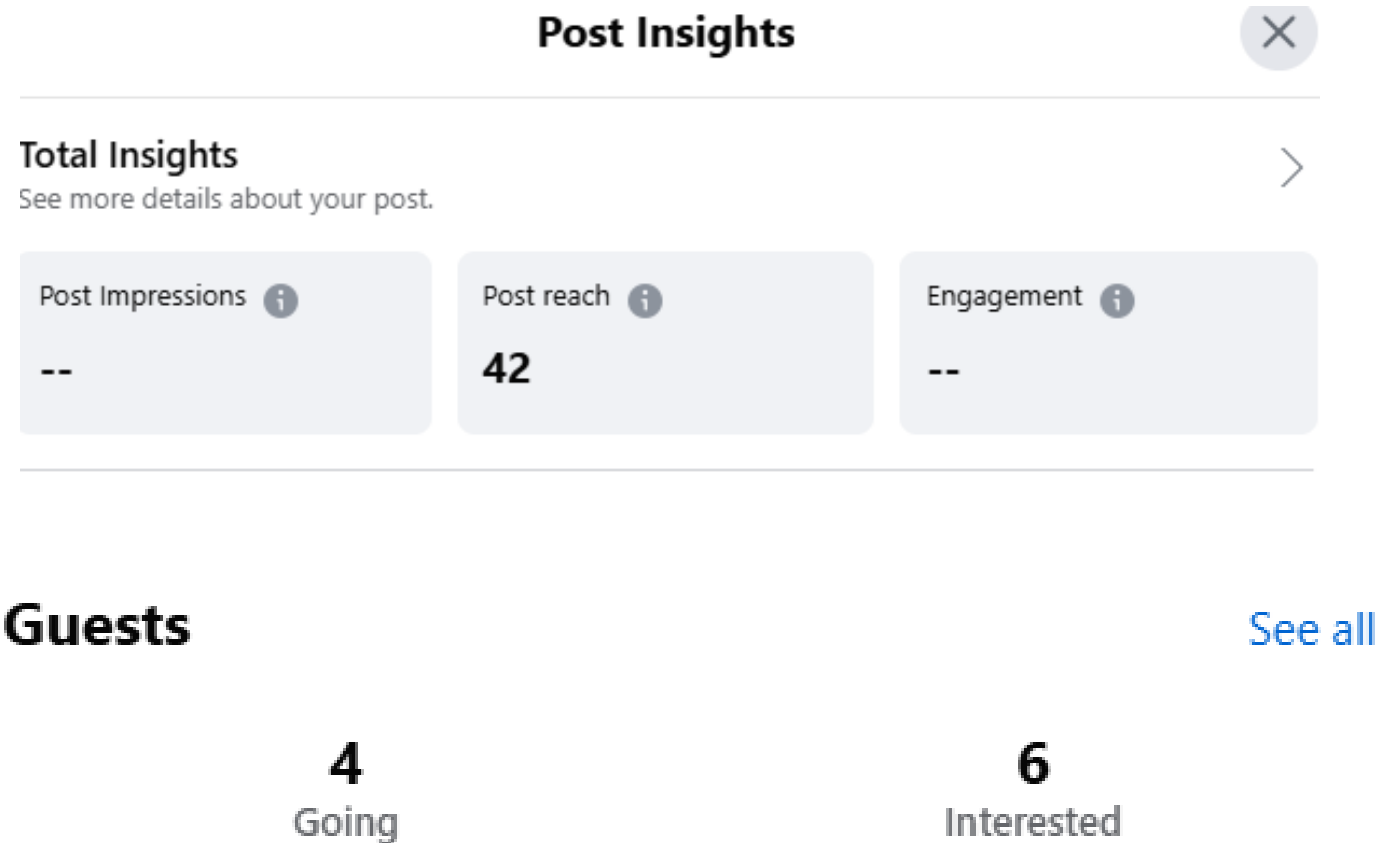
reach people living in or recently in this location.





Boosting a Post vs Non-Boosted

Non- Boosted:





Boosting a Post vs Non-Boosted

2 Days of Boosted:

Campaign name	Reach	Impressions	Amount spent
Event: HMoob Grower Workshop Manitowoc...	1,168	1,367	\$20.00

Guests

[See all](#)

5
Going

13
Interested



Implications & Takeaways

- Budget for ads if possible
 - Investments can be small
 - If it's worth your time to create a post, it's often worth promoting it
 - You don't need message tests to benefit from promoted posts
- Cost per click varies widely depending on topics and audience
 - The bigger the ask the higher the cost
- Caution - what's most 'effective' on social media could produce unintended consequences.



Interested in peer-reviewed studies on this topic?

Look me up on Google scholar or request article from me.

Bret Shaw

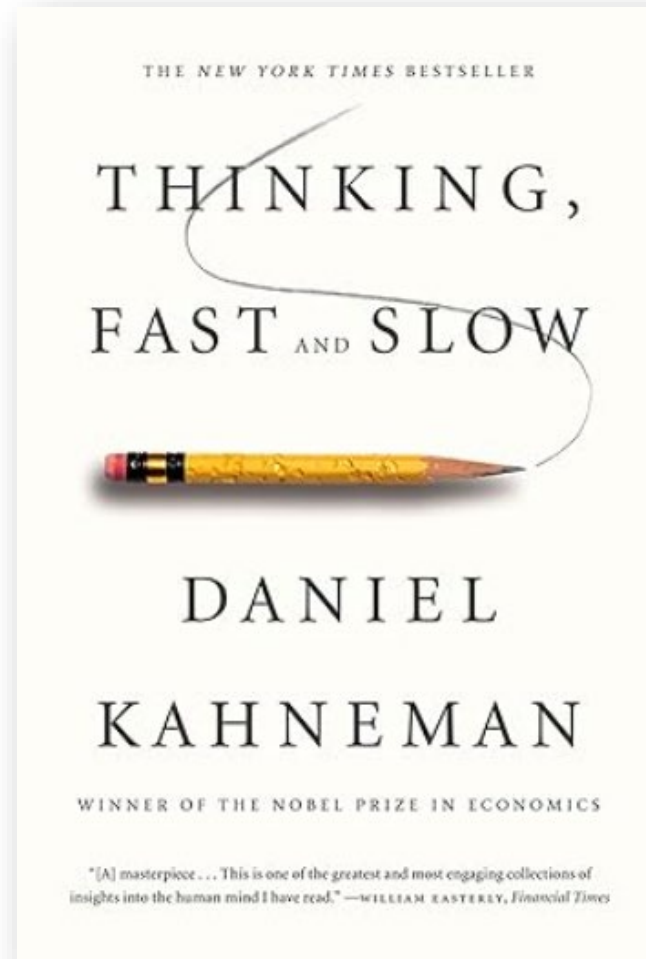
brshaw@wisc.edu



Extension

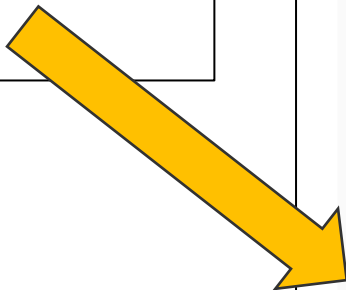
UNIVERSITY OF WISCONSIN-MADISON

DOOR PRIZE



To win the prize, be the **FIRST** to enter your answer to the host's question in the [Webinar Chat Box!](#)

Recordings will be available after the live version. You can also certify your attendance, provide feedback, and complete the evaluation (Step 2)



Start, View and Complete the Webinar

i Do not close this browser window until you complete both STEP-1 and STEP-2.

STEP-1 Start and View the Webinar Event using Cisco WebEx

START WEBINAR

Click the **Start Webinar** button to view the Cisco WebEx webinar. Once you click the **Start Webinar** button, your browser will launch the webinar using a new browser window/tab or by using the Cisco WebEx add-in or app. The webinar audio is broadcast through your devices speakers or headset. If this is a live webinar and a telephone dial-in is available webinar audio, it should have been provided to you on the webinar details page. If not, it will be provided after you join Cisco WebEx.

REJOIN THE WEBINAR

If you get disconnected during the Cisco WebEx session, click **REJOIN THE WEBINAR** to re-establish your connection. Do not click the "Start Webinar" button again, and do not return to and begin registration for the webinar as your participation timer will start over and you may not qualify to receive CEUs and/or a certificate of completion if they are available.

After you view the entire webinar, continue with STEP-2 to complete the webinar workflow steps required to certify your participation to receive CEUs and/or a training certificate and rate and provide feedback about this webinar.

STEP-2 Complete the Webinar Workflow Steps After Viewing

COMPLETE WEBINAR

Once you viewed the entire webinar and the webinar has ended, return to this page and click the **Complete Webinar** button. You will be prompted to complete the post-webinar workflow processes and your attendance in this webinar will be confirmed on the Webinar Portal.

If you click **Complete Webinar** before you view the entire webinar, you may not be eligible for CEUs and/or a certificate of completion. This webinar is a timed event, and you must participate for its duration or, for live webinars, until the moderator instructs you to proceed.

Once you click the **Complete Webinar** button, please be patient and wait for the screen to reload. For live webinars with a lot of participants, it may take up to a minute or two for the screen to load. If you receive the error message "Connection Reset by Server", this is due to the overwhelming number of webinar participants. If you get this message, please wait 1-2 minutes before trying the **Complete Webinar** button again to resolve the issue.

If you encounter a technical issue with any of the webinar workflow steps after continuing with STEP-2, return to this page and click the **Complete Webinar** button again before you contact technical support.

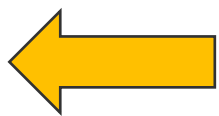
Follow instructions under STEP-1 to start the live Zoom Session. The Zoom session will open in a new window.

Upon completion of the live session, return to this open browser window and follow the instruction under STEP-2. Here you'll be able to certify your attendance for a certificate and CEU and you'll also be able to rate and leave feedback.

The More You Know!

SUBSCRIBE

Join over 28,000 subscribers who receive announcements of upcoming webinars.



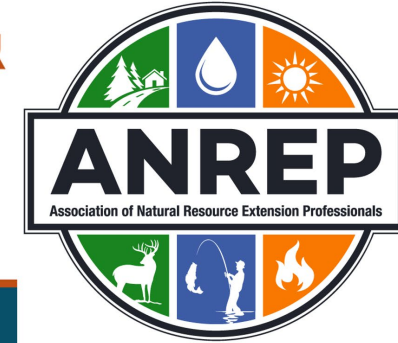
Subscribe to the Webinar Portal to learn about upcoming webinars!
Go to: <https://forestrywebinars.net>
Click subscribe (lower right side of page)



Reaching Your Target Audience & Providing Innovative Programs

Association of Natural Resource Extension Professionals (ANREP)

2025 Professional & Leadership Development Committee Webinar Series



2. Save the webinar to your Calendar!

Click on the export to calendar link,



This webinar is scheduled for



Export to calendar

in order to save this event on your calendar

Advance Registration IS Required!

HOW TO JOIN

3. Join the Webinar

by clicking the Join button up to 30 Minutes before the webinar starts.

This Join button will appear 30 minutes before the webinar start time



FIND ALL UPCOMING & RECORDED ANREP SERIES WEBINARS ON FORESTRYWEBINARS.NET

<https://forestrywebinars.net/sponsor-pages/association-of-natural-resource-extension-professionals-anrep>

More information about this committee or the webinar series, please contact: Holly Campbell, Chair, ANREP PLD, hollycam@uga.edu