

Summary Report: NE TX Live in the Field Video Series

Summary of results and data from 4/3/2020 – 12/3/2020

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Program Overview

The Northeast Texas Live in the Field video series is an ongoing online program implemented via Facebook to engage with clientele across the Northeast Texas region on a variety of agriculture and natural resource management topics using weekly short videos. Initially conceived in March of 2020 during a district ANR strategy session, this program has consistently provided weekly videos filmed and provided by County Extension Agents and specialists from across Extension district 4. From the first video posted on April 3rd through to December 2nd, we posted 31 videos, accrued 857 page likes, 23,540 video views, and 71,956 people reached via Facebook. These views, likes, and engagements represent clientele that are typically underrepresented in our traditional programming and continuing this series serves as a means to improve our outreach and marketing towards those groups.

Program Goals and Objectives

- Use short, impactful videos to educate the general public on a wide variety of agriculture/natural resources topics.
- Expand the reach of AgriLife Extension in NE Texas to new clientele
- Provide an opportunity for County Extension Agents across District 4 to present information, and increase their recognition across the area.

Organization and Planning

Chase T. Brooke (CEA-ANR, Collin County) led the planning, reporting, paperwork, and Facebook page management component of the program. Specific tasks included scheduling regular program update meetings, coordinating communications, leading discussion on topics and speakers, collating program data, and summarizing results.

Marshall Tolleson (CEA-ANR, Grayson County) was responsible for managing and editing videos as well as maintaining the Facebook page with timely and consistent updates. Specific tasks included collecting the filmed videos, editing the film, coordinating the release schedule for videos, posting updates and managing the discussion on the page.

Jessica Rymel (CEA-ANR, Cass County) managed the advertising and promotional materials for the series. Specific tasks included drafting, creating, and publishing unique and impactful materials to advertise the program and upcoming video schedules.

Videos were filmed and contributed sixteen agents and specialists (in alphabetical order):

Sara Allen (CEA-ANR, Hunt County), Chase Brooke (CEA-ANR, Collin County), Dr. Vanessa Corriher-Olson (Extension Forage Specialist), Dr. David Drake (IPM Agent), Zach Davis (CEA-ANR, Denton County), Kaycee Davis (CEA-ANR, Camp County), Stephen Gowin (CEA-ANR, Rains County), Robert Grant (CEA-ANR) Jacklyn Jones (CEA-ANR, Tarrant County), Cody Maxwell (CEA-ANR, Fannin County), Laura Miller (CEA-Hort, Tarrant County), Tommy Phillips (CEA-ANR, Van Zandt County), Jessica Rymel (CEA-ANR, Cass County), James Jackson (Extension Range Specialist), Jessica Taylor (Assistant Extension Agent, Hopkins County), Marshall Tolleson (CEA-ANR, Grayson County), Dr. Brian Triplett (CEA-ANR, Red River County).

Implementing the Live in the Field program required the coordination of numerous moving parts to ensure a timely and quality product for our audience. Regular planning meetings were held monthly to

plan and arrange the video schedule and request volunteers for a given day/topic. Once assigned, agents would then film the video and send it to Chase Brooke and Marshall Tolleson. After editing, the video was scheduled for posting at noon each Thursday.

The page and videos were hosted on Facebook (<https://www.facebook.com/LiveInTheFieldTxExt>). Topics for the videos were selected by the volunteering agent, and covered everything from pond management to tattooing goats. Videos were kept to a length of 10-15 minutes to reduce the amount of time required for the agent volunteering to film themselves, as well as to ensure maximum attentiveness.

Each contributing agent was requested to report the video under each of their own in-depth or outreach plans as appropriate.

Results & Discussion

Overall, the Live in the Field program series was successful in engaging with online clientele. The number of page likes saw a consistent increase throughout the year (Figure 1). Interactions with content were higher than the total number of page likes, which results in an engagement to following percentage of 11.71% (Table 1). This is seen similarly from the number of impressions (content that appeared on someone's page) compared to the number of engaged users, which indicated that 7.65% of clientele who had our videos appear on their personal timeline interacted with our content, of which 0.89% of those impressions resulted in their following our page.

Over the 8 month time period, our 31 posted videos totaled 23,540 views with each video receiving an average of 759 views. Relative to the number of engaged users, this averages 3.21 engagements per view – likely due to the non-video posts such as reminders that are put on the page 1 hour prior to the video posting and marketing materials posted monthly.

The most popular video during this time period was the pond algae control video contributed by Jessica Taylor & Sara Allen with 4,562 views. Second was the Beef Cattle Path to the Plate video by Jacklyn Jones with 1,728 views. Third was Tommy Phillip's fenceline brush management video at 1,584 views. The full list of videos, topics, and number of views may be found in the Appendix at the end of the report.

Table 1: Page analytics from 4/3/2020 – 12/3/2020

Analysis Category	Total Number
Total Page Likes	857
Total Page Engaged Users (Interacted with content)	7,316
Total Page Reach (Saw content)	71,956
Total Page Impressions (Had content appear on their personal page)	95,564
Video Views (at least 3seconds of viewing)	23,540
Repeat Video Views	2,408
Number of Videos Posted	32

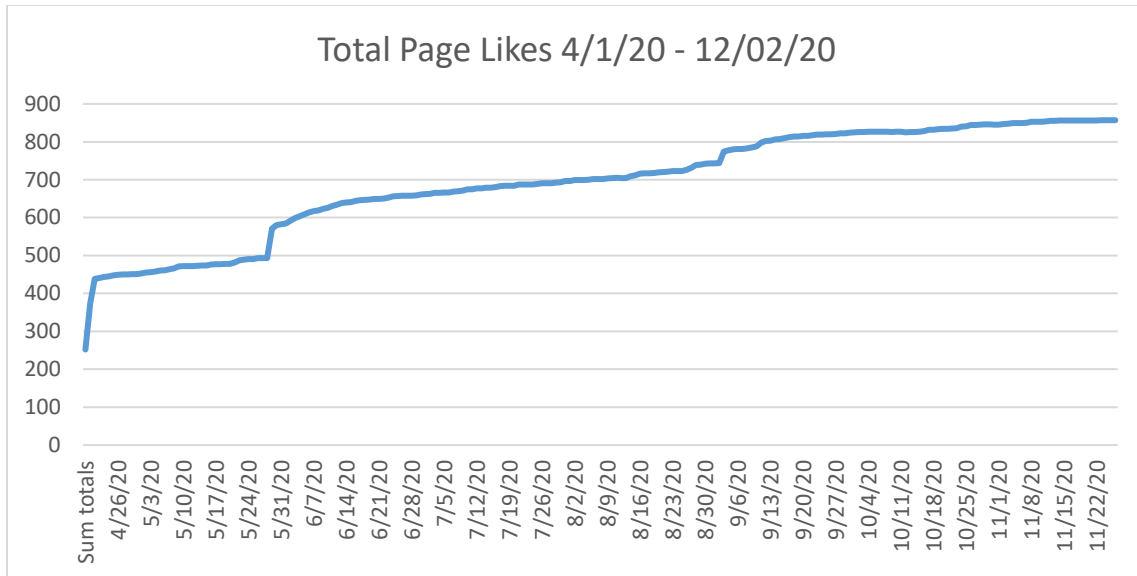


Figure 1: Total Page likes for the North East Texas Live in the Field page between 4/1/2020 - 12/2/2020

Demographics

Demographics for the program were available for clientele who had 'liked' the Facebook page (Table 2). When separated by gender, 60% of page likes were from women, with 38% from men, and 2% undisclosed. The majority of followers were women between the ages of 25-54, which accounted for 54% of the total, and women of all ages comprised 60% of all followers (Figure 2). Age of followers varied, with a majority falling between 25 and 64. The largest single age segment was 35-44yrs with 26% of the total, followed by 24-34yrs (22%) (Figure 3).

Table 2: Page Follower Demographics

Likes By Age	# followers	% of whole
13-17	10	1.36
18-24	43	5.84
25-34	191	25.95
35-44	220	29.89
45-54	174	23.64
55-64	133	18.07
65+	84	11.41
Likes By Gender	# followers	% of whole
Male	284	38.59
Female	442	60.05
Unknown	10	1.36

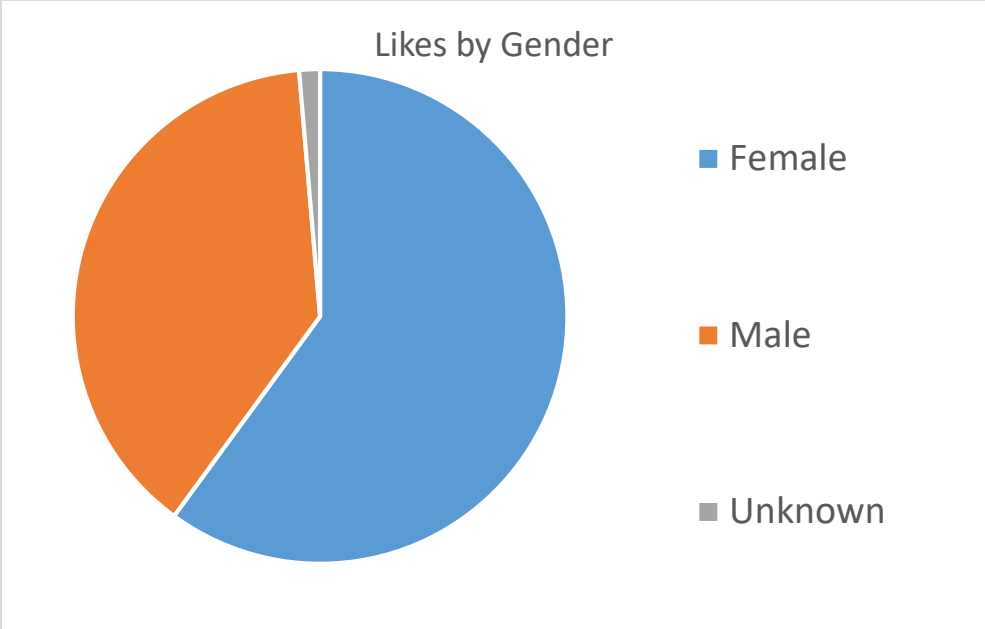


Figure 2: Breakdown of total page likes by gender.

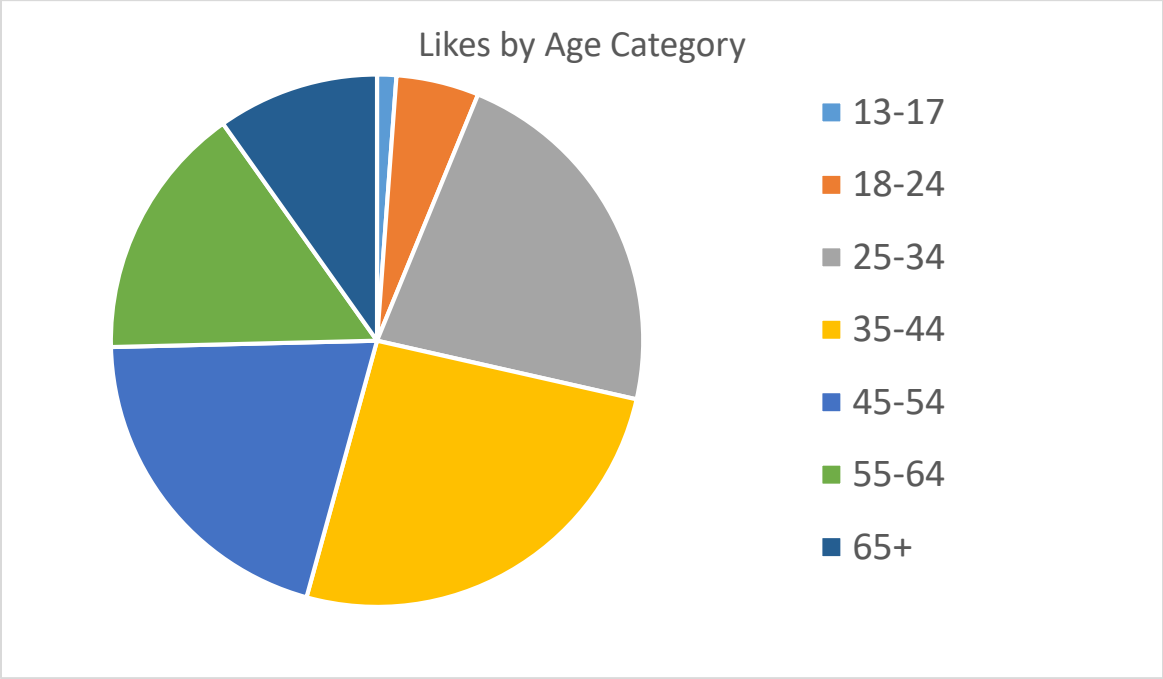


Figure 3: Page Followers by age range

Location of Clientele

Participants in the program who interacted with the page came from a geographically diverse area. Followers came from 77 cities across Texas (Figure 4), as well as from California, Louisiana, and Arkansas. While the vast majority of viewers were from the United States, other countries represented include Malaysia, Nigeria, Mexico, Canada, and Botswana.

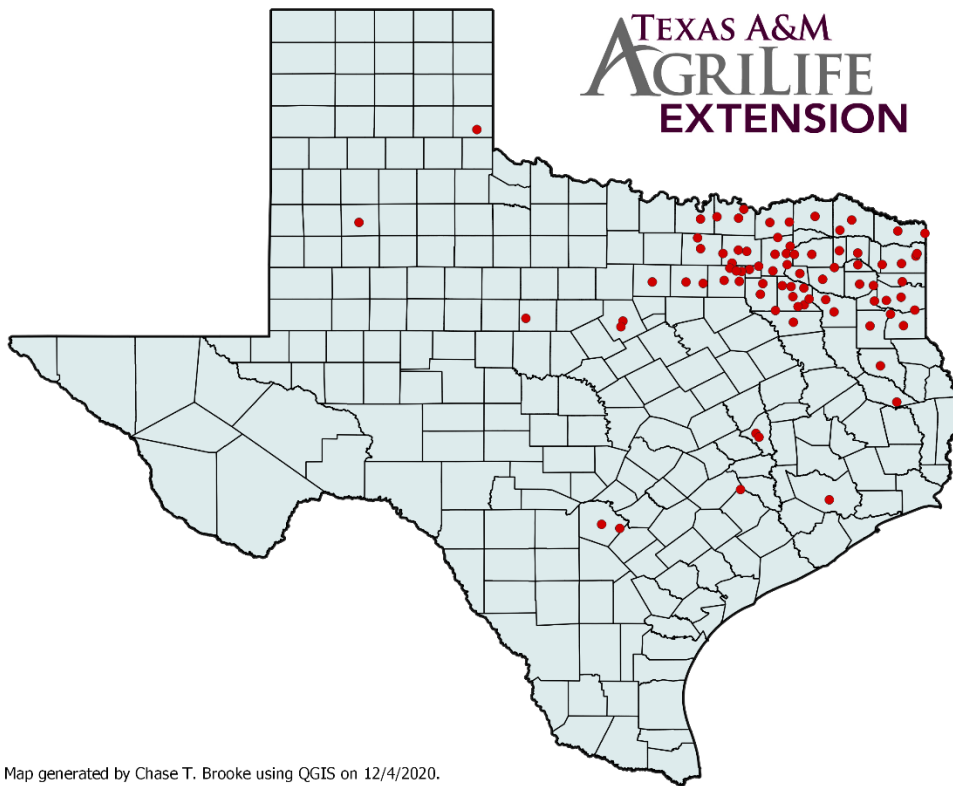


Figure 4: Map of the 81 cities in Texas that had at least one follower of the Northeast Texas Live in the Field Facebook page.

Conclusions

Overall, the Live in the Field program series was successful in reaching a large and diverse audience across northeast Texas. Particularly notable was the engagement with groups that are often underrepresented in in-person agriculture and natural resources programming in the region such as women and clientele under 35 years of age. These data show that the program serves as a good supplemental source of education to clientele, though it does not replace the quality of traditional face-to-face programming. We are currently planning on continuing this educational series into 2021, and future plans include uploading the videos onto Youtube for easier access, improving marketing of the program, and growing the number of monthly views and engagements on our platforms.

Acknowledgements

I would like to thank Dr. Hurley Miller (DEA-D4) and Larry Pierce (RPL, ANR/4H) for their advice and support of the Live in the Field series. I'd also like to specifically thank all the Agents in District 4 for their continued engagement, participation, and contribution to the series – without them, we wouldn't have gotten this off the ground nor had the success we've built.

Appendix 1: Video Dates, Topic, & Number of Views as of 12/3/2020

Date	Topic	Presenter	Views
April			
9-Apr	Pesticide Safety & Labels	Chase & Marshall	458
16-Apr	Sprayer Calibration	Dr. David Drake	1047
23-Apr	Pond Algae	Jessica Taylor & Sara Allen	4561
30-Apr	Pond water testing	Steven Gowen & Robert Grant	641
May			
7-May	Sheep and goat Worming & Fencing	Zach Davis	658
14-May	Goat Trimming Hooves	Jessica Rymel	764
21-May	Weed Control	Brian Triplett	696
28-May	Fly Control	Kaycee Davis	701
June			
4-Jun	Taking soil samples	Jacklyn Jones	641
11-Jun	Agent Q&A	Cody Maxwell, Chase Brooke, Kaycee Davis, Jessica Taylor	543
18-Jun	Fenceline brush management	Tommy Phillips	1584
25-Jun	"When a grass is not a grass" - IDing grasses, sedges, and rushes	Brian Triplett	526
July			
2-Jul	Corn Pollinating	Marshall Tolleson	765
9-Jul	NO VIDEO		
16-Jul	Cattle Vaccinations	Sara Allen & Jessica Taylor	1228
23-Jul	Pasture Fertility	Dr. Vanessa Corriher-Olson	624
30-Jul	Goat Tattooing & ID	Jessica Rymel	486
August			
6-Aug	Insect Pests in bermudagrass pastures/meadows	Cody Maxwell	766
13-Aug	NO VIDEO		
20-Aug	Path to the Plate: Beef Cattle Part 1	Liz Rudd Jacklyn Jones	1728
27-Aug	Path to the Plate: Beef Cattle Part 2	Liz Rudd, Jacklyn Jones	461
September			
3-Sep	Winter Pasture Management	Tommy Phillips & Stephen Gowen	1025
10-Sep	Wildlife food plots	Brian Triplett	282
17-Sep	Bee swarms	Jessica Rymel	225

24-Sep	Honey Locust Control	Zach A. Davis & James Jackson	687
October			
1-Oct	Pregnancy Checking Cattle	Cody Maxwell	296
8-Oct	Weaning Calves	Cody Maxwell	174
15-Oct	NO VIDEO		
22-Oct	Hay Storage & Quality	Zach Davis	403
29-Oct	Home Turkey Care	Brian Triplett	796
November			
5-Nov	Selecting a Turkey for Thanksgiving	Sara Allen	170
12-Nov	Safely Frying a Turkey	Zach Davis	563
19-Nov	Christmas Tree Selection	Sara Allen	252
26-Nov	NO VIDEO		