

## Association of Public and Land-grant Universities 2016 Q4 Insights Report

October 1 – December 31, 2016

### Overview

The goal of the Ag Is America project is to be a public, unified voice that communicates the value of the land-grant system in order to protect and grow its federal funding sources. Over the last four-plus years, the Ag Is America brand has become an established and trusted source of information for influencers, stakeholders, the media and the general public.

Following our presentation and approval of our strategic communications shift, kglobal continued to move towards a new “engagement” focused strategy. In Quarter 4 (Q4), we shifted all content creation to highlight stories focusing on the BAA priority areas, with special exceptions for timely news stories (e.g. around the holidays). We focused our content around engaging our followers on our two main platforms: Facebook and Twitter. We developed media lists around the BAA priority areas and worked with universities to field new content around the focus areas.

We look forward to continuing our strategic shift in 2017 and discussing our progress at the in-person CMC meeting in March.



## Content Creation

Compelling content is important to position Ag Is America as an active, engaged, and creative brand. Unique, visually interesting content is the most important mechanism we utilize to communicate meaningful information to our audiences.

In Q4, we continued to research, solicit, and categorize case studies, impact statements, and feature stories from land-grant universities to be repurposed and disseminated over Ag Is America digital platforms. This included **57 blog posts** and over **120 original social media posts**.

Following our shift in Q3, kglobal focused content on the BAA priority areas: water, healthy food systems, infrastructure and ongoing funding. Working with Cornerstone and Faith Peppers,, we compiled a list of keywords surrounding the BAA Priority Areas to identify the right experts and solicit more stories and impact statements for content creation.

## Digital + Social

During Q4, kglobal streamlined platforms to include Facebook, Twitter, and the Ag Is America website.

The foundation of our social media content is our AgIsAmerica.org website. Every social media post links back to our website for more information and provides a visitor with the opportunity to return to the original article on the school's website. This quarter, we published **57 new blog posts**, generating hundreds of new and recurring page views.

### Website

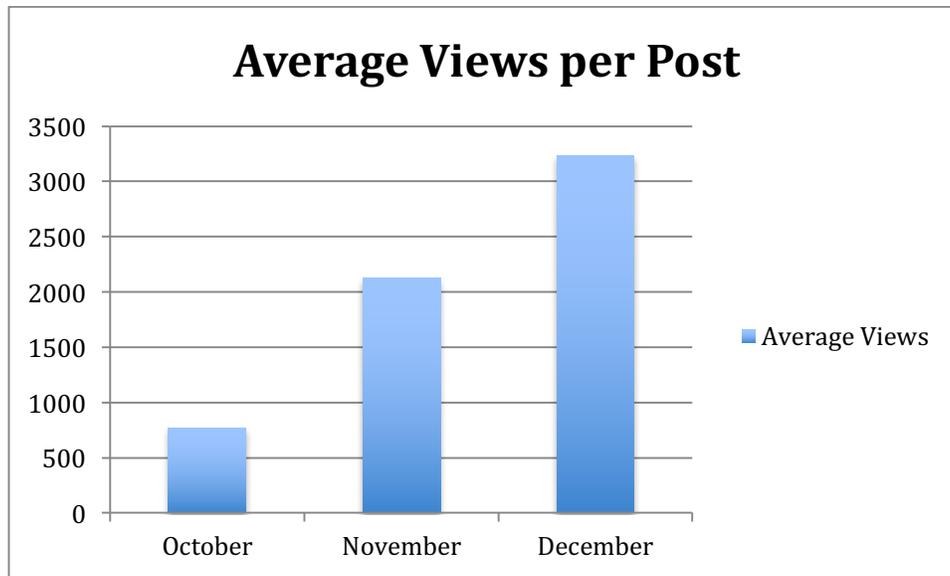
- Researched and drafted 57 blog posts highlighting the land-grant system's achievements and news around water and healthy food systems, garnering over 1,500 quarterly page views

### Social

- **Facebook:** 65 posts garnered over 122,375 views and 328 engagements
- **Twitter:** 58 original tweets garnered over 37,000 views and 309 engagements

Our top performing social posts centered around healthy food systems, with posts receiving over 4,000 views organically. Since moving to an engagement-driven strategy, our team has noticed a significant increase in views.





To further increase engagement on social media, our team compiled a list of frequently used hashtags within the agricultural online landscape.

### Media Relations

In Q4, kglobal began compiling a national media list with strategic focus on reporters who cover BAA Priority Areas: water and healthy food systems. Moving into the new year, the media list will be updated appropriately and will include outlets and reporters in targeted states where LGUs' research in the priority areas is most impactful.

### Community Activation

As we plan ahead for 2017, a large component of our digital engagement efforts are focused on priming our digital communities for calls to action. kglobal remains in close conversation with Cornerstone on this issue and will meet with Cornerstone in early January to align approaches.

### Internal Communications

In, November our team presented to a gathering of communicators from the 1890's school during their conference in Prairie View, TX.

kglobal attended the NID call on November 21 to facilitate discussion on additions to the website to include LGU experts and media contacts.

kglobal attended the quarterly CMC call on December 19 and presented our strategic communications plan for the upcoming year. Along with CMC members, kglobal will set up a webinar with communication heads in the new year to establish a better flow of communication between the institutions and our team.

## Newsletters

- In Q4, Ag Is America sent out the October newsletter to internal audiences on October 6.

Month	Opens	Open rate	Click rate
October newsletter	162	35.6%	13.58%

Moving into Q1, kglobal will adjust the newsletter to primarily focus on external audiences to increase LGU impact awareness outside of the community.

kglobal will maintain communication with LGU communicators through internal outreach and coordination to field news and updates from LGUs. Working with APLU members, we compiled a list of communicators at each LGU to help facilitate communication in the new year.

