

Program: Social Media Logic Model

Situation:

Inputs (resources needed)	Outputs		Outcomes – Impact		
	Activities	Participation	Short	Medium	Long
Personnel Internet Capable Devices Mobile Applications Time Expertise Educational Publications Twitter Facebook Google Buzz Social Bookmarking Other Social Media Wikipedia	Build a following on SM accounts Use SM to Engage in Conversations Publicize URLs for Publications as dictated by SM engagement Publicize URLs for Publications about Priority Programs Add URLs for Publications to Wikipedia about Priority Programs	Immediate contacts number in hundreds Indirect contacts number in thousands, or more Public SM Accts are indexed by search engines like Google for potential worldwide participation	Increase Traffic to Extension Websites, Blogs, and Publications Increase Downloads of Publications Increase Participants' Knowledge Increase Respect & Trust for Extension Motivate Participants to Learn More About Extension Offerings Increase Visibility & Awareness of Extension	Build Extension Recognition Enhance Community Togetherness	Provide Security for Extension Funding Improve Communities Improve Lives of Citizens Improve Health of Citizens

Assumptions

SM refers to Social Media.
 Personnel have ability to gain followers or friends.
 Personnel willing to share appropriate information at proper times.
 Sharing items of interest via SM can cause a desire to gain knowledge through curiosity, and provide an opportunity for value added learning.
 Personnel must be willing to put themselves in the public eye.
 Personnel will represent Extension in a positive way.

External Factors

SM holds potential for viral spread of information.
 SM is not at all a controllable medium.

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