



ONLINE RESOURCES “EXTEND” EXTENSION KNOWLEDGE AND PROGRAMS



**Writing on the
Range Blog**
[http://
uwyoextension.
org/rangewriter/](http://uwyoextension.org/rangewriter/)



**Ranglands 4 You
Blog**
[http://
wyoextension.org/
ranglands4u/](http://wyoextension.org/ranglands4u/)



**Lincoln County
4-H Facebook**
[http://bit.ly/
Lincoln4H](http://bit.ly/Lincoln4H)

Situation

Wyoming youths and farmers and ranchers are seeking online information that is research-based, accurate, timely, and relevant. They often cannot wait for printed materials or website updates. UW Extension educators have responded to client need using social media such as Facebook, Twitter, Pinterest, and blogs to provide better online information.

Research indicates keeping youths in educational extracurricular

activities throughout the school year is important. To do this, they need to know what is happening.

Social media outlets can keep 4-H'ers better informed. Social media can also serve as an avenue for raising funds to support 4-H programs.

An increased interest in rangeland and forestland has led to increased scrutiny and a need to access technical research and find guidelines for use. Accessing and understanding scientific research is not easy. Journals often require a subscription to read articles and, once accessed, the papers contain technical jargon, complex statistics, and elaborate conclusions.

Impacts

The Lincoln County extension office created a Facebook page to provide 4-H'ers timely information. From April 14 to July 16, 2015, more than 4,435 individuals were reached through the Facebook page. An online silent auction raised \$1,280 for program support.

The extension range specialist created a blog "Rangelands 4 You" that makes rangeland scientific research accessible and comprehensible. Eight policy decisions have been summarized and posted. The number of users is 2,547, and the number of page views is 3,328. Users are from around the world, with the greatest

number by state from Wyoming, California, Texas, Colorado, and Montana.

The Converse County extension educator created the blog "Writing on the Range" in January 2013 to teach readers about different types of rangeland use, management, and history, using up-to-date, research-based information. New blogs are posted once or twice per month, and topics vary by season. The number of visitors has increased each year, with 384 in 2013; 612 in 2014; and 675 in 2015. All posts are categorized and given key words to enhance search engine optimization. The analytics and insights are provided by WordPress. Posts are shared by the author via Facebook, Twitter, and Pinterest.



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