

Using Social Media in PSEP

2012 North Central Pesticide Certification and
Training Workshop

Erin Bauer & Pierce Hansen

University of Nebraska--Lincoln

Hey, we're on the internet!

Pested.unl.edu



Why do we participate in social media?

- Increase awareness of PSEP products, services, and events
- Converse with educators, applicators, school staff
- Distribute educational information



YouTube

- Use of social media started by posting dramatizations and other videos on YouTube; expanded from there
- Allows access to individual PSEP video segments
- 21 videos, 22 subscribers, almost 23,000 total views (July 2011 to July 2012 our videos were viewed 10,000 times!)

The screenshot shows the YouTube channel page for UNL Extension PSEP. The channel name is "UNL Extension PSEP" with 25 subscribers and 22,701 video views. The page is divided into several sections:

- Featured:** A blue bar with a plus icon and the text "Add a featured video".
- Uploaded videos:** A section showing 1-10 of 25 videos. It includes a "Play all" button and an "Edit" link.
- Video thumbnails and titles:**
 - "Spill Survivor #1 - Prevention" (1:52) - UNLExtensionPSEP 1 hour ago
 - "Spill Survivor #4 - Environmental" (1:32) - UNLExtensionPSEP 2 hours ago
 - "Spill Survivor #3 - Safety" (2:50) - UNLExtensionPSEP 2 hours ago
- About UNL Extension PSEP:** A section with an "Edit" link. It contains the following text:
 - "Pesticide Safety Stuff is HERE!"
 - "Check out our Facebook page: <http://pested.unl.edu>"
 - "<http://www.facebook.com/pages/UNL-Extension-Pesticide-Safety-Education-Program/189625937723343?sk=wall>"
 - "IPM blog: <http://nebrasikaschoolipm.blogspot.com>"
- Channel Info:** A section with a globe icon and the text "pested.unl.edu".
- Channel Stats:** A section with the text "by UNLExtensionPSEP". It includes:
 - "Latest Activity" - Aug 9, 2012
 - "Date Joined" - Feb 24, 2010
 - "Country" - United States
- Featured Playlists:** A section with an "Edit" link. It includes two playlists:
 - "Pesticide Safety" by UNL Extension PSEP (2 videos)
 - "Spill Survivor" by UNL Extension PSEP (4 videos)

Erin blogs about IPM in Nebraska Schools



<http://www.blogspot.com>

IPM in Schools: The Nebraska Experience

This blog discusses the use of Integrated Pest Management (IPM) in Nebraska Schools. IPM utilizes a variety of methods, such as sanitation, exclusion, mechanical controls, and biological controls to manage pests. IPM strives to reduce pesticide use, improve human health and safety, and protect the environment.

MONDAY, AUGUST 15, 2011

PACT Meeting in Portland

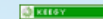


...nd, OR, where Clyde, Pierce, Jan, our new Nebraska colleague, Mark, county educator Robert Tigner, and I all ... Pesticide Applicator Certification and Training conference. This national meeting is held every other year (with Regional meetings in between) and provides a chance for PSEP colleagues around the country to network and discuss new ideas. Session topics included pesticide exposure and PPE, the Ag Health Study, NPIC resources, improving PPT presentations, soil fumigation, using Adobe Connect and Present, and IPM, just to name a few.



We were very pleasantly surprised to have many comments from colleagues about our YouTube dramatization video work! A colleague from North Dakota even showed a clip in his presentation of our [What to Wear](#) video about PPE, and said how he has used it in his own training. It was great to find out that other state counterparts are enjoying and using our training videos.

KEEGY



SUBSCRIBE NOW: FEED ICON



Subscribe in a reader

BLOG LISTS



Subscribe to IPM in Schools: The Nebraska Experience by Email

ABOUT ME



Erin Bauer
Lincoln,
NE,
United

States

All about the
Nebraska
Integrated Pest
Management in
Schools effort!

View my complete
profile

BLOG ARCHIVE

- ▼ 2011 (30)
- ▼ August (1)
- PACT Meeting in Portland
- ▶ July (3)
- ▶ June (6)
- ▶ May (4)
- ▶ April (3)
- ▶ March (5)
- ▶ February (6)
- ▶ January (2)
- ▶ 2010 (26)

FOLLOWERS

IPM in Nebraska Schools Blog

- Blog – “IPM in Schools – The Nebraska Experience” created in April 2010.
- Purpose:
 - Keep people updated on our IPM projects and efforts.
 - So far: 80 posts, 28 members of the page, 31 email subscribers.



IPM in Nebraska Schools Blog


- Update about:
 - IPM in Schools demonstrations
 - Coalition meetings
 - Youth programs
 - PSEP and IPM Videos
- Average posting is twice per month
- Blog within few days of event
- Enhance with pictures and links

IPM in Schools: The Nebraska Experience

This blog discusses the use of Integrated Pest Management (IPM) in Nebraska Schools. IPM utilizes a variety of methods, such as sanitation, exclusion, mechanical controls, and biological controls to manage pests. IPM strives to reduce pesticide use, improve human health and safety, and protect the environment.

THURSDAY, JULY 28, 2011

How to Conduct IPM in Schools video



It's finally here! "How to Conduct IPM in Schools," the video we produced to teach schools about implementing IPM in their facilities, is completed and available on our Youtube Channel. I encourage you to take a look!

Through dramatization, the video outlines the steps UNL Extension takes when conducting IPM demonstration projects in schools. This includes working with school administration, staff, and pest management professionals; implementing IPM strategies such as sanitation, trapping, and exclusion; teaching IPM to custodial, food service, and other staff; and helping administration develop an IPM policy.

We hope to distribute this video to Nebraska and other school districts that may be interested in learning more about and implementing IPM in their facilities.

Posted by [Erin Bauer](#) at 10:41 AM

1 person +1'd this

KEEGY

SUBSCRIBE NOW: FEED ICON


Subscribe in a reader

BLOG LISTS

BLOG CATALOG 485 Blogtoplist b blogged

Subscribe to IPM in Schools: The Nebraska Experience by Email


SCAN THE IPM IN NEBRASKA QR CODE!



BLOG ARCHIVE

- ▶ 2012 (2)
- ▼ 2011 (45)
 - ▶ December (1)
 - ▶ November (2)
 - ▶ October (6)
 - ▶ September (5)
 - ▶ August (2)
 - ▼ July (3)
 - [How to Conduct IPM in Schools video](#)

ABOUT ME



Erin Bauer
Lincoln, NE, United States

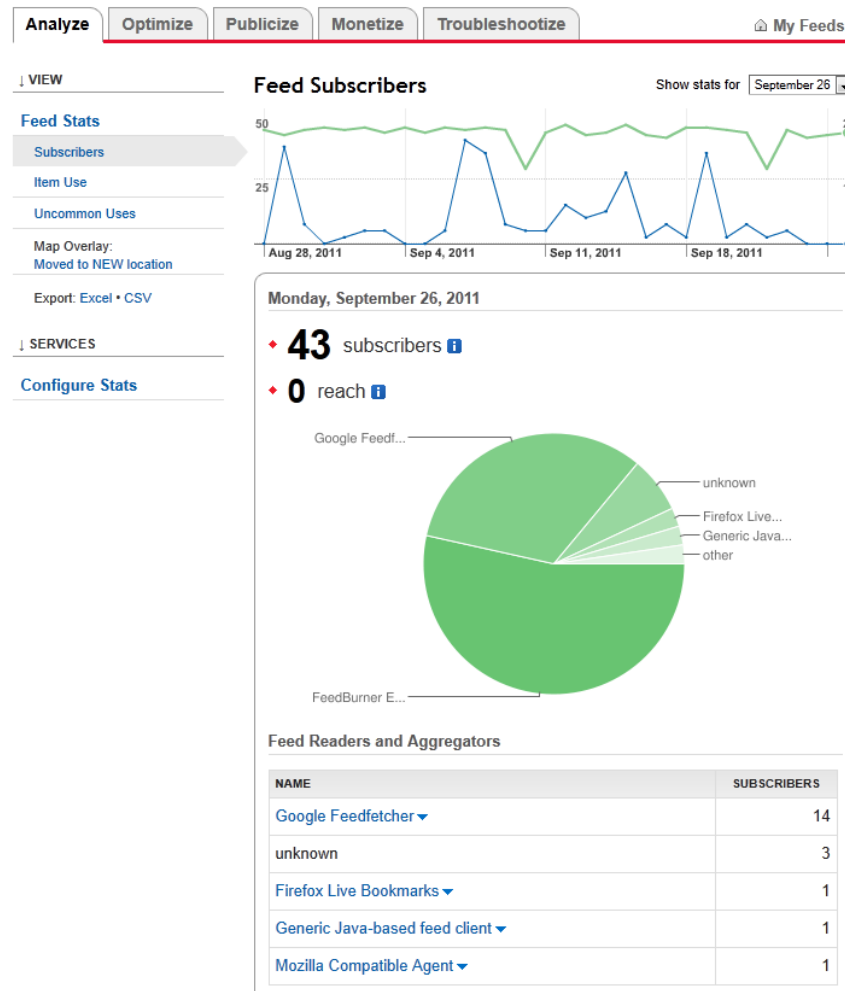
States

All about the Nebraska Integrated Pest Management in Schools effort!

IPM in Schools Coalition
Greenhouse

Analyze your blog statistics

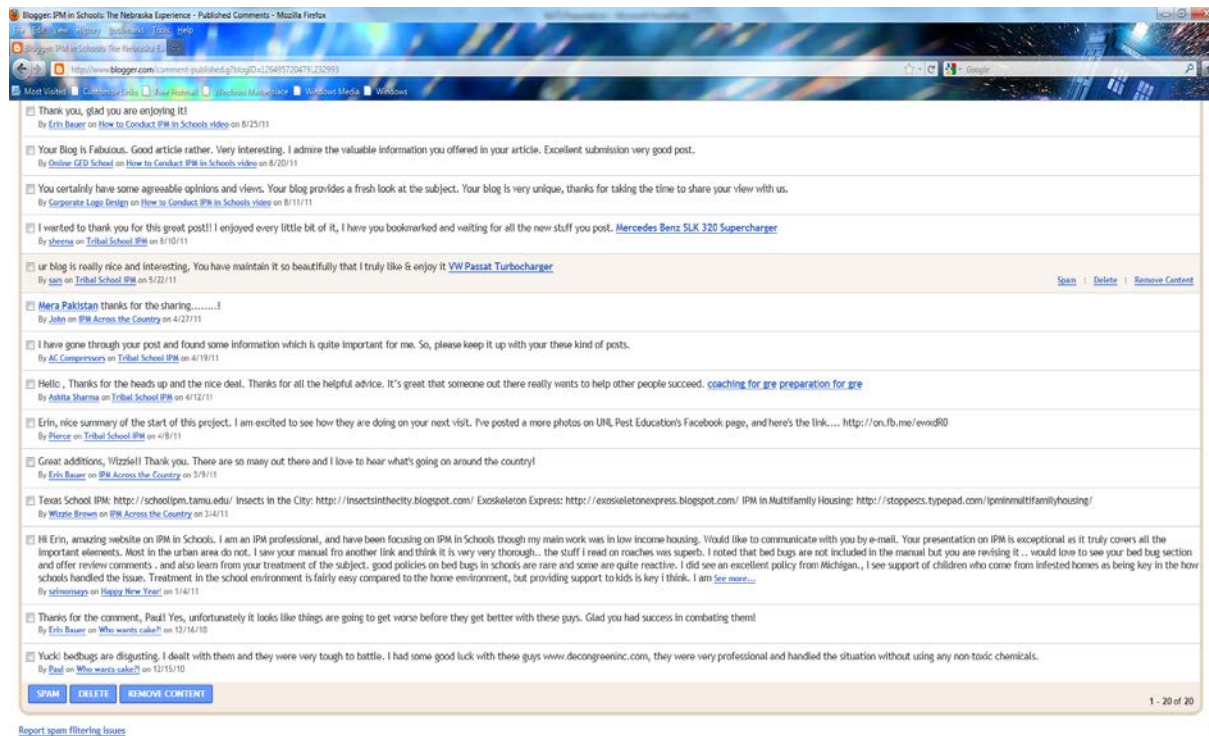
- Feedburner shows statistics from Blogger; what posts were read, number of feeds and email subscriptions



<http://feedburner.google.com>

Analyze Your Blog

- How do you know blog is effective?
 - Feedback...both verbal and comments posted on individual blog entries.
 - This data helps determine the impact social media is having on your audience.



Set up your blog account



The screenshot shows the Blogger website interface. At the top, there is a navigation bar with the Blogger logo and the word "Blogger". Below this, the main content area features a large heading "Create a blog. It's free." followed by an orange "Get started" button. To the left of the sign-up form, there are four preview cards for different blog templates, each labeled "Lorem Ipsum". Below these cards, there is a line graph icon with the text "Up to the minute stats", a piggy bank icon with "Make money with AdSense", and the Blogger logo with "Explore Blogs of Note". To the right of the main content is a sign-in form titled "Sign in with your Google Account". The form includes fields for "Email:" (with the example "ex: pat@example.com") and "Password:", a "Stay signed in" checkbox, and a "Sign in" button. Below the form is a link "Can't access your account?". At the bottom of the page, there is a footer with links for "Features", "Buzz", "Help Center", "Developers", "Terms of Service", "Privacy", and "Content Policy", along with the copyright notice "Copyright © 1999 - 2011 Google".

<http://www.blogspot.com>

Start Blogging



IPM in Schools: Th... · Post

IPM Test

Publish

Save

Preview

Close

Compose

HTML



Normal



ABC



Link



Here we are in Grand Rapids Michigan, talking about social media!

twitter



Twitter

Home Connect Discover Search Profile Compose



UNL-Extension PestEd
@UNL_PSEP
This is the official Twitter account for the University of Nebraska-Lincoln Extension Pesticide Safety Education Program
Lincoln, NE · <http://pested.unl.edu>

Edit your profile

209 TWEETS

127 FOLLOWING

76 FOLLOWERS

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images






Similar to you

-  **Connie Reimers-Hild** @askdrconnie
[Follow](#)
-  **Nebraska Food Coop** @NebraskaFood
[Follow](#)
-  **Wildcat Extension** @Wildcat_Ext
[Follow](#)

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Advertisers Businesses Media Developers

Tweets

- 

UNL-Extension PestEd @UNL_PSEP

20h

DON'T FORGET - Herbicide-Resistant Weed Mgmt Field Days are tomorrow (Big Springs) & Thursday (David City)!! go.unl.edu/9mn #crops

Expand
- 

UNL_CropWatch @UNL_CropWatch

3 Jul

New mobile app from UNL for scouting 2nd gen ECB larvae in nonBT corn; elkhorn.unl.edu/epublic/live/e... via @BobWrightUNL

Retweeted by UNL-Extension PestEd

Expand
- 

UNL-Extension PestEd @UNL_PSEP

3 Jul

Don't forget about this FREE educational event! It will be in Big Springs and David City on July 11-12! go.unl.edu/9mn #crops

Expand
- 

UNL-Extension PestEd @UNL_PSEP

3 Jul

@UNL_CropWatch: "Western Corn Rootworm and Japanese Beetle Adults Becoming Active" go.unl.edu/pxg #Crops

Expand
- 

UNL-Extension PestEd @UNL_PSEP

26 Jun

Have you seen the new CropWatch (@UNL_CropWatch) report yet? go.unl.edu/3kt #crops

Expand
- 

UNL-Extension PestEd @UNL_PSEP

19 Jun

Have you "Liked" our #Facebook page yet? on.fb.me/WRTOM #UNLExtension

Expand
- 

UNL-Extension PestEd @UNL_PSEP

19 Jun

In case you missed it: *FREE* Weed Resistance Mgmt Field Days 2012 -- Big Springs 7/11 & David City 7/12 - INFO: go.unl.edu/eu3 #crops

UNIVERSITY OF
Nebraska
Lincoln

What's all this @#@# Nonsense?



#UNL is a hashtag; tweets to people paying attention to UNL info

@UNL_PSEP is a Twitter account; can post a message to other accounts

We use Twitter to communicate science-based information



G2083

Maintaining and Fit Testing Cartridge Respirators for Pesticide Applications

Erin C. Bauer, Extension Associate; Clyde L. Ogg, Extension Educator;
Pierce J. Hansen, Extension Assistant; and Jan R. Hygnstrom, Project Coordinator

This NebGuide examines the proper way to fit test a cartridge respirator before beginning a pesticide application and how to maintain a respirator after use.

When working with any pesticide, you must follow all personal protective equipment (PPE) requirements listed on the label. This is for your safety, and also is a legal requirement for using pesticides. Some pesticides carry a risk of inhalation exposure and require the use of a respirator, such as a dust respirator, full or half face cartridge (air purifying) respirator, or self-contained breathing apparatus (SCBA). This NebGuide will focus on the half face cartridge respirator, which is one of the most common respirators used when applying pesticides.

Like other PPE, it is vital to properly maintain your respirator to ensure that it offers adequate protection when you apply pesticides. This includes testing the respirator before each use to make sure that it has a tight seal, as well as proper cleaning and storage of the respirator after each use.

Your New Respirator

Some pesticide labels clearly state specific types of respirators/cartridges/filters that are required. Be sure to follow these directions carefully; purchase and use the appropriate type for the product you will be applying.

When you buy a new respirator, it will come in a package with several components. These include an instruction manual, faceplate with straps, two cartridges, and extra accessories to attach for dust or particulate protection (Figure 1). Check the labels on the cartridges to ensure they provide the protection you need, whether it is against organic vapors or other particulates.

It is important to read the instruction manual thoroughly before using the respirator. The manual explains how to properly assemble, fit, maintain, and store the respirator. The most important thing to remember when using a respirator is to get a good seal. Without a good seal, the respirator will not effectively protect you from pesticide inhalation exposure.

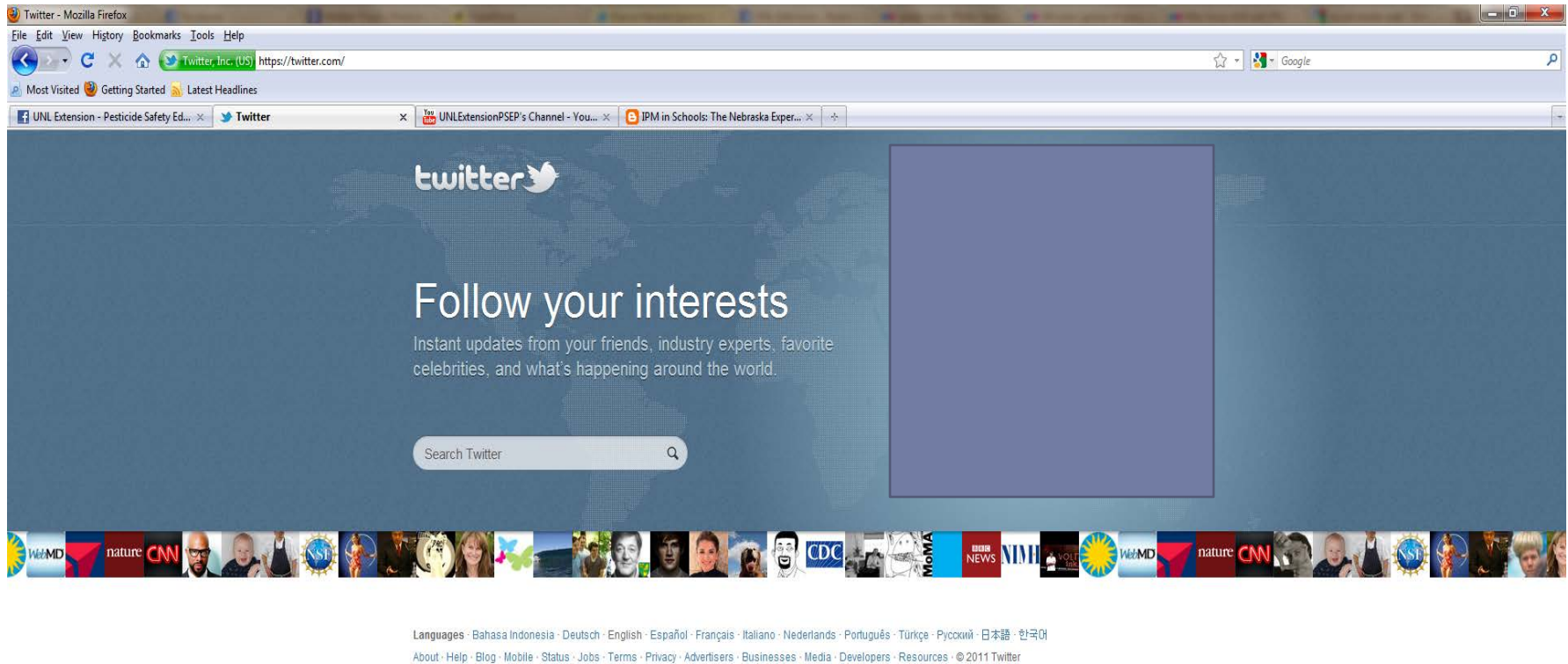
Fit Testing

Fit testing is mandatory under Occupational Safety and Health Administration (OSHA) regulations. Fit testing must be done to determine the size of the respirator for a particular user. Pesticide applicators need to meet certain health requirements before conducting a fit test or doing work that requires a respirator. OSHA requires that an employee who will be using a respirator have a medical evaluation prior to fit testing. The employee also needs to be properly trained in respirator use. For more information about OSHA's medical evaluation questionnaire, mandatory fit test procedures, and



Figure 1. Examples of respirator packaging and instruction manual.

How to set up a Twitter account



Adjust your settings



UNL_PSEP's settings

Account

Password

Mobile

Notifications

Profile

Design

Applications

Name UNL-Extension PestEd

You can change your name on your [profile settings](#).

Username

UNL_PSEP

No spaces, please.

Your public profile: http://twitter.com/UNL_PSEP

Email

pested@unl.edu

Note: email will not be publicly displayed.

Let others find me by my email address

Language

English



What language would you like to Twitter in?

Interested in helping translate Twitter? Check out the [Translation Center](#).

Time Zone

(GMT-06:00) Central Time (US & Canada)



Tweet Location

Add a location to your tweets

Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history.

[Learn more](#)

Find accounts you want to follow – Explore the “Connect” & “Discover” buttons

The image shows a screenshot of a Twitter profile page for 'UNL-Extension PestEd'. At the top, there are navigation tabs for 'Home', 'Connect', and 'Discover'. The profile header includes the account name 'UNL-Extension PestEd' and a link to 'View my profile page'. Below this, statistics are shown: 225 TWEETS, 130 FOLLOWING, and 80 FOLLOWERS. A 'Compose new Tweet...' box is visible. The 'Who to follow' section is highlighted, featuring a search bar and three tabs: 'View Suggestions', 'Browse Interests', and 'Find Friends'. Below the tabs, a message states: 'Twitter accounts suggested for you based on who you follow and more.' Three suggested accounts are listed:

- AgNews** AgriNews: Illinois AgriNews, Indiana AgriNews and CountryNews. Followed by @UNLAgEcon, @NECornExtension and @UNL_CropWatch.
- lisafranzcastle** Dr. Franzen-Castle: I am the Extension Nutrition Specialist with the University of Nebraska-Lincoln at the Panhandle Research and Extension Center.
- HighPlainsJrnl** High Plains Journal: High Plains Journal/Midwest Ag Journal serve readers in 13 states with 5 editions. Farmers and ranchers rely on us for agricultural news and information. Followed by @UNLExtension, @marketjournal and @UNLFlood.

Start tweeting!

Home Connect Discover Search

UNL-Extension PestEd
@UNL_PSEP
This is the official Twitter account for the University of Nebraska-Lincoln Extension Pesticide Safety Education Program
Lincoln, NE <http://pested.unl.edu>

Edit your profile
225 TWEETS
130 FOLLOWING
80 FOLLOWERS

Tweets

Following
Followers
Favorites
Lists
Recent images
Similar to you

Tweets

UNL-Extension PestEd @UNL_PSEP 44m
Do you know what to do if a #pesticide spill occurs? We recommend watching this video series if you handle pesticides! bit.ly/N1YD7X
View video

UNL-Extension PestEd @UNL_PSEP 23h
The 2012 Soybean Mgmt Field Days are almost here! Are you going? youtu.be/mtJYQmPswxo
View video

UNL-Extension PestEd @UNL_PSEP 7 Aug
10 Tip for Managing Soybean Aphids (go.unl.edu/mak) + timely drought, pest, and crop-related articles at cropwatch.unl.edu #crops
Expand

UNL-Extension PestEd @UNL_PSEP 2 Aug
Interested in learning more about weed control via "flaming"? This workshop is for you! go.unl.edu/shs #crops #UNLextension
Expand

UNL-Extension PestEd @UNL_PSEP 30 Jul
Erin wrote about last week's tribal school IPM visits in her blog. Read about it: nebraskaschoolipm.blogspot.com/2012/07/tribal...
Expand

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UNL Extension - Pesticide Safety Education Program (PSEP)

172 likes

Education
We provide the training and materials that you need to before taking a certified pesticide applicator exam.



172

IPM in Schools Coalition
We had a great half educational IPM in

PSEP Forum
April 4th - 10 am
Online Meeting

About

Photos

Likes

Notes 57

Events

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

UNL Extension - Pesticide Safety Education Program (PSEP) shared a link.
20 hours ago

DON'T FORGET - Herbicide-Resistant Weed Management Field Days are tomorrow (Big Springs) & Thursday (David City). Click the link for full details!



Herbicide-Resistant Weed Management Field Days July 11, 12 - UNL CropWatch, June 15, 2012
go.unl.edu

Programs at each site will begin with registration at 9 a.m., a welcome, and tours beginning at 9:30 a.m.

Recent Posts by Others See All

Unl Ardc
University of Nebraska-Lincoln Extension and the Nebr...
March 27 at 9:14am

Likes See All

University of Nebraska-Lincoln Extension
Non-Profit Organization

Acreage Insights
Education

PSEP-University of Tennessee
Education

Educational Media



Facebook

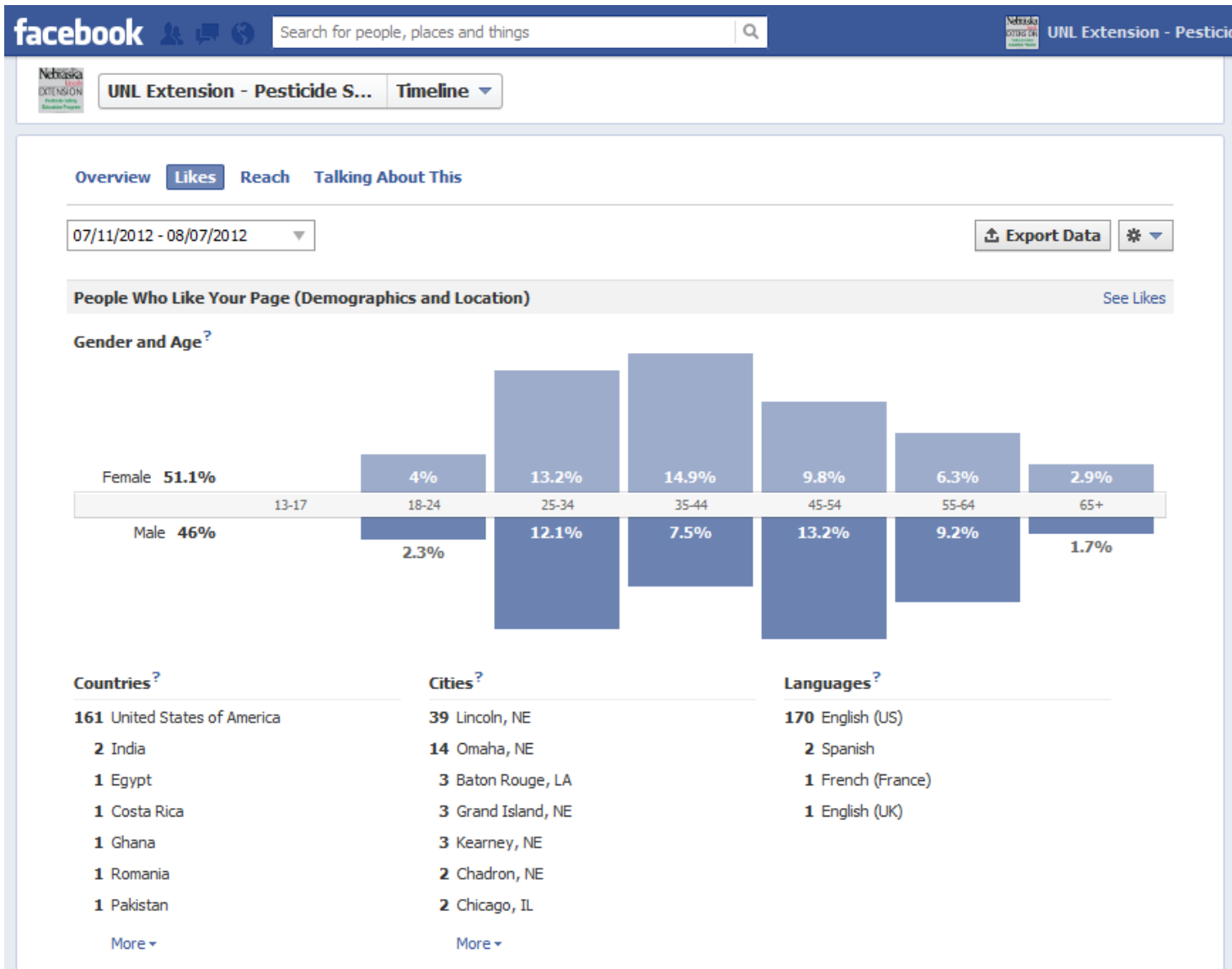
- Increases awareness of our program by the general public, UNL, pesticide applicators, state officials, and students.
- So far: 174 likes
- Offers widest variety of information of our social media platforms.
- Ties together all of our social media sites.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, is positioned in the bottom right corner of the slide. The logo is set against a solid blue rectangular background.

Facebook Insights



Facebook Insights – Who is your audience?



Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
8/9/12	2012 Soybean Management Field D...	34	--	--	--
8/7/12	2012 Soybean Management Field D...	87	3	--	--
8/7/12	10 Tips for Managing Soybean Aphi...	60	1	--	--
8/2/12	Steven Knezevic presented about t...	79	2	--	--
7/30/12	Erin's posted in her IPM blog this m...	85	5	--	--
7/24/12	Good question. Click the link and ch...	91	4	1	1.1%
7/23/12	New edition of CropWatch is up at ...	74	1	--	--
7/19/12	Check out Erin's blog post from this...	84	6	2	2.38%
7/18/12	Had a great IPM Coalition Meeting t...	81	4	1	1.23%
7/16/12	Treating Spider Mites in Field Corn ...	72	4	1	1.39%
7/13/12	UNL Extension plant pathologist Lor...	56	2	--	--
7/13/12	Dig Your Roots this July to Evaluat...	65	1	--	--
7/10/12	*DONT FORGET* - Herbicide-Resis...	77	2	--	--
7/9/12	This FREE educational event is on ...	77	3	--	--
7/3/12	Don't forget about this FREE educa...	92	4	--	--
7/3/12	Here's an article from the latest Cr...	63	2	--	--
6/27/12	Are you following us on Twitter yet...	60	2	1	1.67%
6/26/12	Have you read the latest CropWat...	61	1	--	--
6/19/12	There are two upcoming education...	59	2	2	3.39%
6/18/12	Article via http://cropwatch.unl.edu	74	3	--	--

Go Viral!

Pressing “Like” or “sharing” a post will increase help a post go viral

facebook Search for people, places and things

Nebraska **UNL Extension - Pesticide Safety Education Program (PSEP)** · 174 like this
August 16, 2011 at 8:10am ·



2011 PACT Conference; August 8-11 (50 photos)


Organic 84
Viral 167



This is your Page's most popular post.




240 people saw this post


Facebook Group for UNL PSEP Actors



Search for people, places and things  Jimmy Pesticide Find Friends Home 







UNL Extension PSEP Project Actors  About Events Photos Files  Notifications  

 Write Post  Add Photo / Video  Ask Question  Upload File



Write something... 


 **Erin Bauer**
Hey everyone! The Dramatization video is just about done! I have reviewed the proof and will let everyone know when we have a final version on YouTube!
Like · Comment · Follow Post · July 23 at 9:06am
3 people like this.
 **Rhonda Roth** Yay!
July 23 at 9:10am via email · Like


 **Erin Bauer**
Great job on the Dramatization filming today!!! Thanks to all the actors who came to Lincoln and joined us! I'll let you know when it's on YouTube!
Like · Comment · Follow Post · June 7 at 12:17pm
2 people like this.
 View all 9 comments
 **Frank Insolera Jr** Actually, I was Actor 1! Lol. Yeah, I got upgraded from an actor to a person! :)
June 12 at 1:14pm · Like ·  1
 **Erin Bauer** Hehheehe. LOL
June 12 at 2:42pm · Like


65 members



People You May Know [See All](#)

 **Cher Harper**
 Add Friend

 **Abbey Moreland**
 Add Friend

 **Ping Hai**
1 mutual friend
 Add Friend

 **Mona Lehman**
1 mutual friend
 Add Friend

 **Chen Nancy**
 Add Friend

[Create an Ad](#)

Bring social media together with TweetDeck

The image is a screenshot of the TweetDeck website. At the top left is the TweetDeck logo, a yellow bird icon next to the text "TweetDeck". To the right of the logo is a navigation menu with links for "Desktop", "iPhone", "Android", "Chrome", "Web", and "Support". Further right is a "Follow @TweetDeck - 931K followers" button and a language selector set to "English (UK)". The main content area features a dark background with a faint world map. Centered on the map is the text "TweetDeck is now part of" above the "twitter" logo, which includes the blue bird icon. Below this, there are two call-to-action buttons: "Learn more about what that means to you »" and "Download TweetDeck for the desktop »". To the right of the second button is a small image of a computer monitor displaying the TweetDeck interface. At the bottom of the page, there are four columns, each representing a platform: "Desktop" with a computer monitor icon, "iPhone" with an iPhone icon, "Android" with an Android robot icon and the text "1 MILLION POSTS PER DAY" above it, and "Chrome" with a Chrome browser icon. In the bottom right corner, there is a logo for the "UNIVERSITY OF Nebraska Lincoln".

What's happening?

DRAG MEDIA AND LINKS HERE

140

[Send]

All Friends

- Erin blogs about "Bats in the Belfry" bit.ly/nLUTjo #IPM
- UNL_PSEP, (+) Wed 07 Sep 10:59 via TweetDeck
- U.S. #com yields heading for 8-year low on heat damage, Allendale says: porknetwork.com/pork-news/late...
- marketjournal, (+) Wed 07 Sep 10:59 via Tweet Button
- Company Wants to Build New Biodiesel Refinery: A Nebraska company wants to build a \$100 million biofuel refinery... bit.ly/osEjpv
- 1011_News, (+) Wed 07 Sep 10:58 via twitterfeed
- Man Pleads No Contest to Attempted Kidnapping: A Newman Grove man has pleaded no contest in a kidnapping case in... bit.ly/oOKNWO
- 1011_News, (+) Wed 07 Sep 10:58 via twitterfeed
- Students, this sounds interesting and useful: Psychology of Money, 6 Steps to Financial Health, tonite at 6 at Neb Union #unl
- UNLNews, (+) Wed 07 Sep 10:54 via web
- Today at 3:30 Barbara Robins will talk on Native American artwork commemorating 9/11, Great Plains Art Museum #unl
- UNLNews, (+) Wed 07 Sep 10:53 via web
- New Article: A Fine Time For Nebraska Wine bit.ly/mCaZC
- NEntrepreneur, (RT by NebraskaTourism), (+) Wed 07 Sep
- Join NET News Producer Bill Kelly for two special screenings of "STRATCOM 9/11: A Different Doomsday" this week... fb.me/1aq27sXNn
- NETNebraska, (+) Wed 07 Sep 10:47 via Facebook

Mentions

- NEW - #Crops IPM YouTube Channel. Videos of various educational presentations and video from #UNL #extension clinics <http://t.co/2R8wWfY>
- UNL_PSEP, (RT by treatingseed), (+) Tue 06 Sep 10:53
- Info on Squash bugs and Squash Vine Borers: <http://t.co/EzXl7c3> #pests #garden
- UNL_PSEP, (RT by UNLExtension), (+) Thu 01 Sep 12:19
- @UNL_PSEP New suggestions for you: @ASA_CSSA_SSSA @UNL_FOODSCIENCE and @zjhunn. More at <http://t.co/AMZMZQY>
- twittersuggests, (+) Thu 25 Aug 00:19 via Real Time Who To Follow
- GMO/GE Update is out! <http://t.co/tfDSpy3> Top stories today via @edarier @stockjournal @harlots @unl_psep @nevine_laughlin
- GreenSoil, (+) Mon 22 Aug 20:16 via Paper.li
- RT direct link to app: <http://t.co/MOXwoXa> @UNL_PSEP: New soybean aphid app available. More info here... <http://t.co/YpFzVL> #crops#unl
- UNL_PSEP, (+) Thu 18 Aug 09:59 via TweetDeck
- @UNL_PSEP TESTING
- ErinBauer1, (+) Wed 20 Jul 15:32 via web
- @UNL_PSEP New suggestions for you: @comfedfarmer, @alicehenneman and @huskerag. More at http://twitter.com/#/who_to_follow
- twittersuggests, (+) Fri 01 Jul 15:31 via Real Time Who To Follow
- RT @UNL_PSEP: Check out these pics of how to do a bed bug inspection in your room at home <http://on.fb.me/jvrWA3...> <http://bit.ly/mEPbjZ>
- IBBSolutions, (+) Fri 01 Jul 13:02 via twitterfeed

Search: #lnk

- Saindo Twitter Beijinhos do #LNK
- Lnkshady, (+) Wed 07 Sep 10:24 via Mobile Web
- Live from the West Haymarket Arena Groundbreaking: UNL Chancellor Harvey Pearlman #LNK <http://t.co/agf7fMk>
- SelectLincoln, (+) Wed 07 Sep 10:22 via yfrog Uploader for i
- @HuskerPower66 Arena haters probably did it intentionally. #LNK
- HuskerInsanity, (+) Wed 07 Sep 10:20 via Twitter for iPhone
- The emergency sirens just went off. OH GOAHD! *ducks and covers* #LNK
- SteelSker, (+) Wed 07 Sep 10:17 via web
- obviously well planned out RT @HuskerInsanity The emergency sirens are going off during the Haymarket Arena groundbreaking. LOL #LNK
- HuskerPower66, (+) Wed 07 Sep 10:17 via web
- RT @JackM_KLINRadio if u had the overs for silver plated shovels at the #lnk arena groundbreaking, u probably win <http://t.co/CnZXJJ>
- omahasker, (+) Wed 07 Sep 10:17 via TweetDeck
- Live from the West Haymarket Arena Groundbreaking: NU Regent Tim Clare, "We're on time and on budget." #LNK <http://t.co/BMBNfK>
- SelectLincoln, (+) Wed 07 Sep 10:17 via yfrog Uploader for i
- Maybe that's the sound of the #big12 is over celebration in #LNK. #tomadosirens
- jelemu, (+) Wed 07 Sep 10:16 via web

Search: #pesticide

- Deciphering Fungal Genomes of White and Gray Mold Rot <http://j.mp/mOF1RA> #cropprotection #GMO #ag #farm #green #pesticide #pests #science
- BASFAGro, (+) Wed 07 Sep 11:00 via TweetDeck
- China releases pesticide inspection figures <http://t.co/OAMwfy9X> #China #pesticide #CCN #control #inspection
- AGROW_News, (+) Wed 07 Sep 10:45 via TweetDeck
- #Pesticide used in the US so reliably carcinogenic that it's used to create cancer cells in laboratories <http://t.co/MIXbJv>
- EmiTin, (+) Wed 07 Sep 10:29 via Twitter for Mac
- #Marijuana tester finds 'Street-bought' pot unsafe - Petoskey News-Review <http://t.co/lmLedwk> #mjm #cannabis #mmot #pesticide #Michigan
- masterchucky, (+) Wed 07 Sep 10:24 via CannabisNewsPro
- RT @Dogmanblue bit.ly/nZDSEe Banned #pesticide use remains high in California strawberry fields. #environment #health
- tweetwise, (+) Wed 07 Sep 09:32 via web
- Banned #Pesticide Use Remains High in CA Strawberry Fields - New America Media <http://t.co/XIVq6hw> #foodsafety
- DrBobBullard, (+) Wed 07 Sep 09:30 via DROID
- RT @vilt_nieuws: Vogelkers doet natuurbeheerders naar Roundup grijpen <http://t.co/4hzsXn> #natuur #pesticide
- LandelijKwa, (+) Wed 07 Sep 09:17 via TweetDeck
- Recap: #Dow takeover #UCC into trouble... fb.me/yubF48ez #Bhopal #BP #OCOG #LordCoe #pesticide #sustainable
- BhopalMedAppeal, (+) Wed 07 Sep 09:16 via web

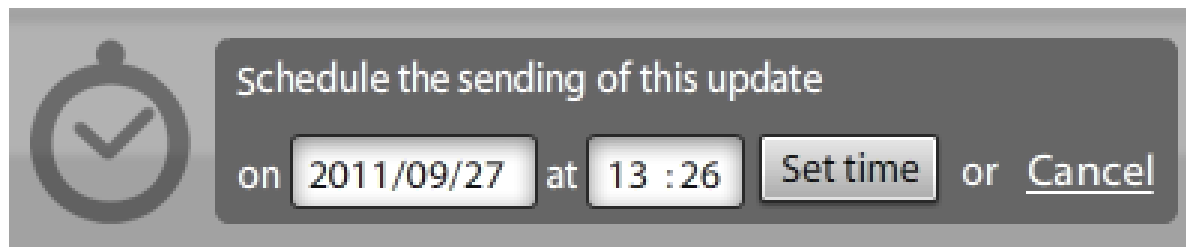
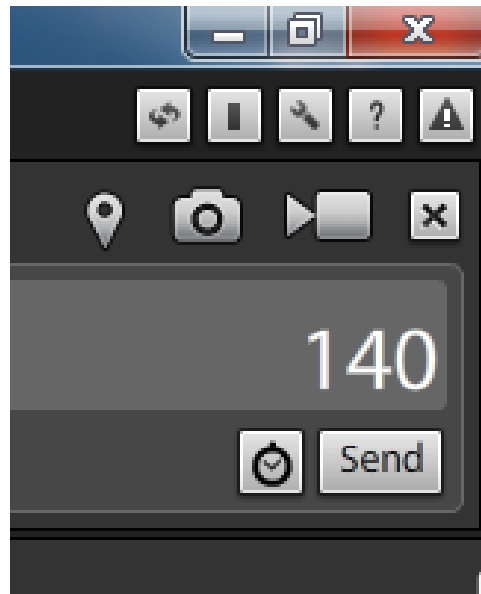
Direct Messages

- Thanks for the follow!
- jenreasures, (+) Tue 05 Jul 13:34 via Direct Message

Search: #UNL

- I just talked to an Ethiopian about the global impacts of 9/11 #unl #journalism
- TenebrousRhetor, (+) Wed 07 Sep 10:59 via txt
- Students, this sounds interesting and useful: Psychology of Money, 6 Steps to Financial Health, tonite at 6 at Neb Union #unl
- UNLNews, (+) Wed 07 Sep 10:54 via web
- Today at 3:30 Barbara Robins will talk on Native American artwork commemorating 9/11, Great Plains Art Museum #unl
- UNLNews, (+) Wed 07 Sep 10:53 via web
- Interesting article by MSM Treasurer @DHoltmeyer in the @DailyWeb about the rise in the Hispanic population at #UNL
- MSMNebraska, (+) Wed 07 Sep 10:48 via Twitter for iPhone
- #UNL's Mike Hayes in @AP national story about 'drought machine' developing harder, heat-resistant crops: <http://t.co/PRf8ZGY>
- RedCladLoon, (+) Wed 07 Sep 10:43 via web
- #UNL film prof Wheeler Dixon in @Reuters re: post-9/11 Hollywood. <http://t.co/jWmCvKx> Dixon's mighty #film blog: <http://t.co/N7VPWF>
- RedCladLoon, (+) Wed 07 Sep 10:39 via web
- RT @NebraskaAlumni: Spotlight: Shirley Maly #UNL '54: Since joining the @PeaceCorps at 60, Maly has traveled the world and has left her mark.
- CoreAbi, (+) Wed 07 Sep 10:35 via HoodSuite
- RT @AKPsi_Zeta: Thurs we're having Pickleman's in to talk about owning your own business! All #UNL students welcome! 6:30p in CBA 123 @UNL_CBAAdvising
- stephanieleonar, (+) Wed 07 Sep 10:34 via web

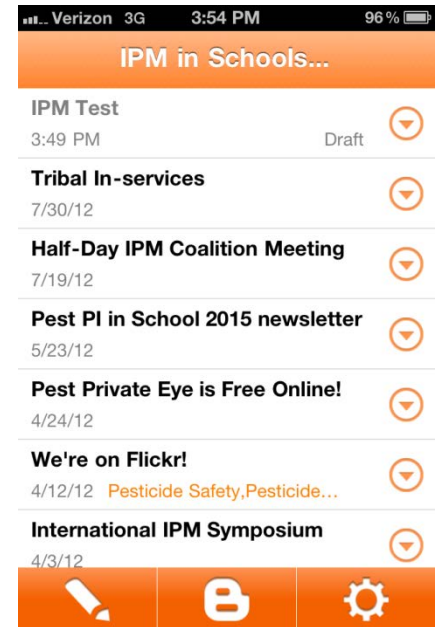
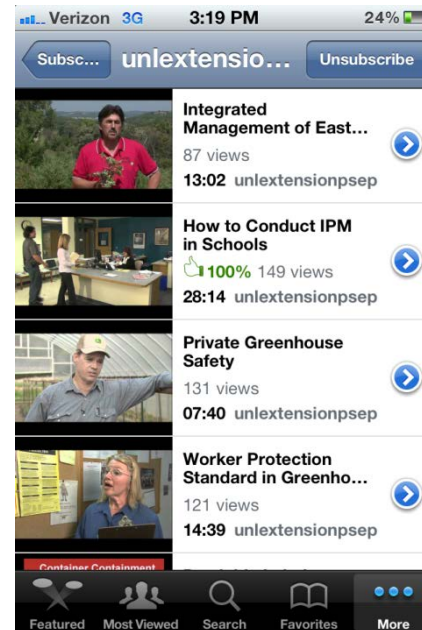
Send tweets out whenever!



But I don't have all day to sit in front of my computer...



Go Mobile



Promote!



- How we've publicized our social media:
 - Listserv emailing
 - Contests
 - Word of mouth: PSEP and others



*Lazy classroom contest
on Facebook*



AAPSE Dramatization Webinar

- **Join us August 21st, 12:00 CST!**
- Professional Development Opportunity
- Target Audience--PSEP staff involved in developing PSEP video training
- Will cover how dramatization can be used to teach PSEP concepts
- Will explain dramatization process, including a “How-to” dramatization about dramatizations (later available on YouTube)!

Questions?

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