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## **YouTube, Social media, Google tools, etc...Extension Today @ #MSUweedsience**

**Erin C. Hill**

We have come a long way over the past decade. What began with reporting information on simple websites has advanced to a myriad of web-based communication options, creating limitless possibilities for new forms of extension outreach. At Michigan State University we have experimented with various outreach tools including blogging, YouTube, Facebook, QR codes, and more. When it comes determining the effectiveness of these measures we have relied on the insights provided by the various media outlets and Google Analytics. For us, Google Analytics has become a regular form of support in applying for and reporting on grants. During this half hour presentation I will demonstrate some of the trials and tribulations I have experienced with these platforms for both our group weed science website, [MSUweeds.com](http://MSUweeds.com), and the Midwest Cover Crop website, [MCCC.msu.edu](http://MCCC.msu.edu).