

New Hampshire
Department of Agriculture,
Markets & Food

Granite State Home & Garden
Immediate Release

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NH Dept. of Agriculture now in the Social Media Game

By

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The NH Dept. of Agriculture, Markets & Food (NHDAMF) has joined the social media wave! Earlier this summer NHDAMF stepped into the realm of internet “social media” with “tweets” on Twitter.com and the establishment of a page on Facebook.com. Now, one month later, NHDAMF has about 100 “followers” on Twitter including numerous businesses, media outlets and individuals. The Facebook page currently links to about 80 “friends” which are individuals, businesses and organizations.

“It is a fascinating promotion tool and ties in nicely to our other marketing activities,” says Gail McWilliam Jellie, Director of Agricultural Development with NHDAMF. “It works on the premise that you tell your friends your thought or message and they in turn tell theirs and on and on. Your network can quickly multiply.”

Both sites allow the user to post links to websites. Facebook provides for the uploading of photos and even short videos. The department has posted current TV spots and program announcements using this format. Facebook also allows friends to comments on postings and recommend the page to other friends, further expanding the direct network.

Twitter challenges users to make their “tweets” in 140 characters or less. With a little practice one can communicate a surprising amount of information within this limitation. There are even tandem websites where one can convert a lengthy web address to one that’s half the size or smaller. This helps stay within the 140 character limit.

“We are currently linked to other related organizations and state agencies on both websites,” said Mc William Jellie, who checks each site a couple of times each week and adds postings as appropriate. “This gives us great reach in real time.”

Check out AgricultureNH and the related NH Dept. of Agriculture, Markets & Food page on Facebook and agriculturenh on Twitter. Links to both websites can be found on the NH Dept. of Agriculture, Markets & Food website. For more information, contact the Division of Agricultural Development at 271-3788, email gmcwilliam@agr.state.nh.us or visit www.agriculture.nh.gov.

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