Traditional Media/Blogs

Highlights:

- Martha Filipic used the Outreach tool in Meltwater to promote her story about the Ohio botulism case and the efforts that Extension is taking to educate Ohioans concerning safe home canning methods. Food Safety News picked up the article as well as the publications Before It’s News and Sky Valley Chronicle.

- I became aware of a few articles from bigger publications featuring CFAES and related personnel that were not picked up by Meltwater. This prompted me to look at the existing searches to see if I needed to add terms so that our searches are more accurate and inclusive. I made changes to the search terms and the results were positive. I will continue to monitor the searches to make sure that the data collected is complete.

Blogs

Chow Line
Visits Shares Meltwater hits (media pickups)
151 9 2

On Sustainability
Page views 889
Average time spent on page 3 min. 10 sec.

CFAES Impact
Visits Shares
50 0

Top three Publications (8/1 – 9/1)
1. USAgnet 29
2. Ohio Ag Connection 25
3. Ohio’s Country Journal 22

Number of stories in the media by topic:

- Production agriculture: 64
- Water quality: 21
- Big data: 13
- Food safety: 11
- Food security: 9

Number of stories by source:

- CFAES Communications press releases: 62
- Written by educator or faculty: 45

Number of hits in larger publications*:

- Vindy.com (Youngstown Vindicator): 13
- The Columbus Dispatch: 8
- Toledo Blade: 6
- Cleveland.com: 4
- Akron.com: 4
- Journal News: 3
- The Canton Repository: 2
- Dayton Daily News: 2

* “Larger publications” have a circulation of more than 100,000
Social Media

Channels

**CFAES Facebook** 5,260 fans - 99 new fans - 120,109 potential reach - total reach 54,900

Top posts by reach:
1. “It’s Move-In Day at Norton House” Photos
2. “This year, the butter display at the Ohio State Fair commemorates the Buckeye National Champ.” Video
3. “Congratulations to Ryan Schwyn…” Photo

Total spent on promoting posts: $75

**Extension Facebook** 3,450 fans - 117 new fans - 66,718 potential reach - total reach 41,810

Top posts by reach:
1. “It was a church potluck like any other. But within days, botulism killed…” News release
2. “Tickets for the 2015 Farms Science Review are now available for purchase online.” News release
3. “Locally grown tomatoes are always plentiful. Here is a video…water bath canning….” Video

Total on promoting posts: $85

**Twitter @FoodAgEnvNews** 4,391 followers - 69 new followers - total reach 397,605

Top Tweets by reach:
1. “@CentralState and @OhioState signed an MOU today…” Photo 147,898
2. “New semester brings new #OhioStateATI online ed program…” News release 10,594
3. “Got tomatoes? Here is a video on how to preserve…water bath canner….” Video 10,526

Campaigns

**Local Foods campaign**

Facebook
- Potential Reach: 27,853  Total Reach: 20,005
- Total Money Spent: $35

Stories
1. “It was a church potluck like any other. But within days, botulism killed one Fairfield County woman and hospitalized 24 others. It was from potato salad, made with improperly home-canned potatoes.”
2. “Locally grown tomatoes are always plentiful. Here is a video on how to preserve them in a water bath canner. #localfoods.”
3. “It’s local foods week. All week we will be sharing stories about growing, preserving and purchasing local foods.”
4. “Locally grown produce is always best when it’s fresh from the garden or farm market. You can enjoy local produce all year long by canning it. This video explains how to safely preserve vegetables.”
Websites/Publication Sales/Direct Email

CFAES Websites

Number of visitors (Difference from last month)
- CFAES: 19,431 (-5,982)
- Extension: 8,045 (-1,987)
- OARDC: 6,412 (-2,261)

Visitors on mobile devices
- CFAES: 7,333 (29%)
- Extension: 2,596 (22%)
- OARDC: 1,391 (16%)

Pages viewed
- CFAES: 52,489
- Extension: 27,608
- OARDC: 17,122

Referrals
- CFAES: Web 8,685, Social 1,800
- Extension: Web 4,127, Social 9
- OARDC: Web 2,304, Social 58

Where do visitors go from homepage?
- Go no further than homepage: 56.4%
- Academic Programs: 18.5%
- Search page: 5.6%
- Faculty and staff resources: 3.9%
- CFAES Departments: 3.8%
- News page: 1.7%
- Development: 1.4%
- Other pages (100+): 8.7%

Destination from Homepage

Publication Sales

Top three publications August 2015
1. Archery Member Record Book: 256, $1,286.85
2. Rifle Member Record Book: 225, $1,127.26
3. Counting Your Money Calendar: 160, $255.88

Direct Email

Development emails
- FSR Thursday Lunch: Date 8/4, Sent 1,113, Opened 518, Rate 47%
- 4-H Newsletter August: Date 8/5, Sent 6,831, Opened 1,406, Rate 21%
- Reminder FSR Th Lunch: Date 8/13, Sent 1,109, Opened 503, Rate 45%
- Final Reminder Th Lunch: Date 8/25, Sent 1,104, Opened 345, Rate 31%
- CFAES Connect August: Date 8/31, Sent 26,400, Opened 5,300, Rate 20%

John D. Rice
Team Leader, Video Production and Data Analysis
Marketing and Communications rice.42@osu.edu

CFAES Communication August 2015