

COOPERATIVE
EXTENSION
SERVICE



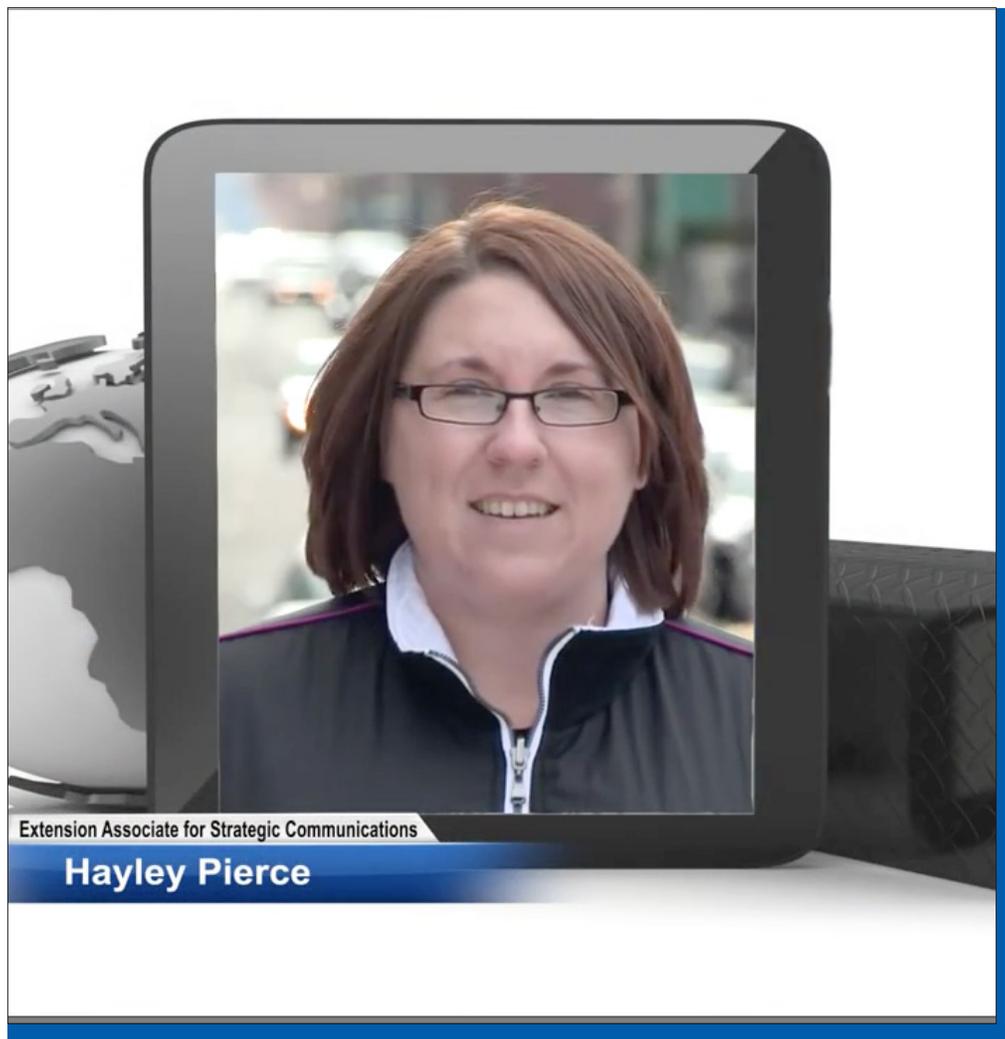
College of Agriculture,
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EXTENDING KNOWLEDGE *Changing Lives*



Extension is adding new professionals to improve dissemination of information.

Extension is Reaching New Audiences through Technology

The addition of an Extension Associate for Strategic Communications allows research based information to be more accessible through digital and social media creating a greater reach for both urban and rural audiences.



Recognizing that the needs of urban audiences were different from a traditional rural audience, the University of Kentucky Cooperative Extension Service created the position of Extension Associate for Strategic Communications for the Jefferson County office. In March 2013, Hayley Pierce was hired. She works closely with the agents to identify audiences and craft messages. Together, they develop strategies that will reach underserved areas of the population.

A part of that new outreach is digital and social media. “We need to meet our audience where they are,” Hayley said. “And right now they are on Facebook, Twitter or Google. So we are meeting them on those platforms. And we’ll stay on the cutting edge, to meet them on the next social media platform that comes along.”

While digital and social media are important, the Extension Service recognizes that face-to-face interaction will always be an important part of the Extension experience. “We aren’t taking away that direct contact with our clients. We are adding to our outreach.”

Extension printed materials and video education are available on:

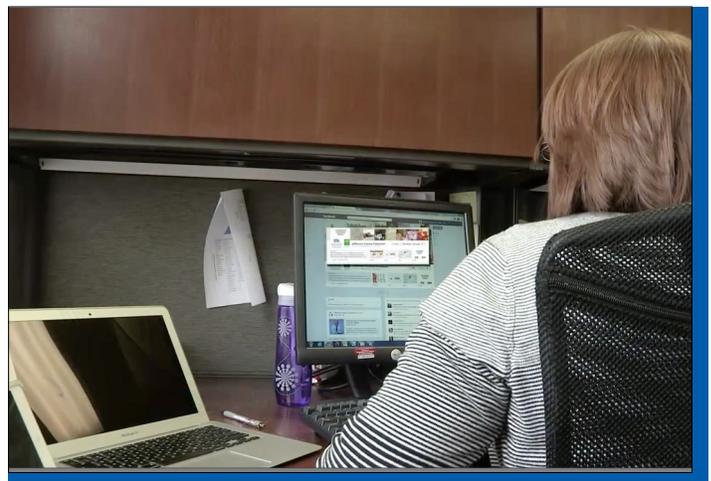
- YouTube
- Facebook
- Twitter
- Google
- Tumblr



Extension is adding to existing services by communicating with people at sites they already visit daily.

Extension is using innovative techniques to meet the needs of people where they are in the on-line environment.

- Dr. Jimmy Henning



Advertising programs and services on-line.