



# Presentation Overview

- - **Who We Are**
  - **Organizational Structure**
- - **Tools We Use**
  - **How We Use Them**
  - **Podcasts**
- - **How To Engage Us**

# Who We Are



**Tamara Garza**

Marketing Coordinator

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**Celeste Tamez**

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**Corie Ritter**

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**Rudy Ruedas**

Family & Community Health

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# Organization Structure

**01 Teams Talk.** We have our own #StratChat to eliminate “silos.”

**02 Focus Areas.** We have our “ear to the ground” for best and most strategic placement

**03 Partnered approach with Digital Education**  
(as well as other professional service units).



## What we are NOT...

01

Here to police, get in the way of, or replace your outreach efforts.  
**We are here to *amplify, enhance and elevate* the AgriLife brand.**

02

**Here to exacerbate our digital brand issues.**

We are not creating new logos, starting new social channels at this time. (New City update)



# Elevating the brand



Branded House

Google

- Google books
- Google groups
- Google videos
- Google maps
- Google translate

**Branded House:** all sub-brands use the same master brand and only differentiate in their descriptions. Eg. Google



House of Brands

P&G



**House of Brands:** consist of various brands, each sub-brand operates independently and obtain separate market share and profits. Eg. Procter & Gamble



Hybrid

Coca-Cola



**Hybrid:** Some companies combine the two types mentioned above, such as Coca Cola and GE. This type enjoys the advantages of both; however it requires higher brand management standards and more resource inputs.



# Moving towards a "Branded House"

TEXAS A&M  
AGRILIFE

TEXAS A&M  
AGRILIFE  
RESEARCH

TEXAS A&M  
AGRILIFE  
EXTENSION

TEXAS A&M  
TVMDL  
VETERINARY MEDICAL  
DIAGNOSTIC LABORATORY

★ TEXAS A&M  
FOREST SERVICE

ATM TEXAS A&M UNIVERSITY  
College of Agriculture  
& Life Sciences

TEXAS A&M  
AGRILIFE  
EXTENSION

PATH TO THE PLATE

ATM TEXAS A&M UNIVERSITY  
Entomology

TEXAS A&M  
AGRILIFE  
EXTENSION

BATTLEGROUND TO  
BREAKING GROUND

ATM TEXAS A&M UNIVERSITY  
Poultry Science

TEXAS A&M  
AGRILIFE  
EXTENSION

DO WELL, BE WELL  
WITH DIABETES

ATM TEXAS A&M UNIVERSITY  
Soil & Crop Sciences

TEXAS A&M  
AGRILIFE  
EXTENSION

PASSENGER SAFETY  
KidSafe Initiatives

ATM TEXAS A&M UNIVERSITY  
Animal Science

# Tools We Use

## FAMILY OF DIGITAL PLATFORMS

**LiveWhale  
Calendar**



**AgriLife  
Today**



**Wordpress Web  
(CMS)**

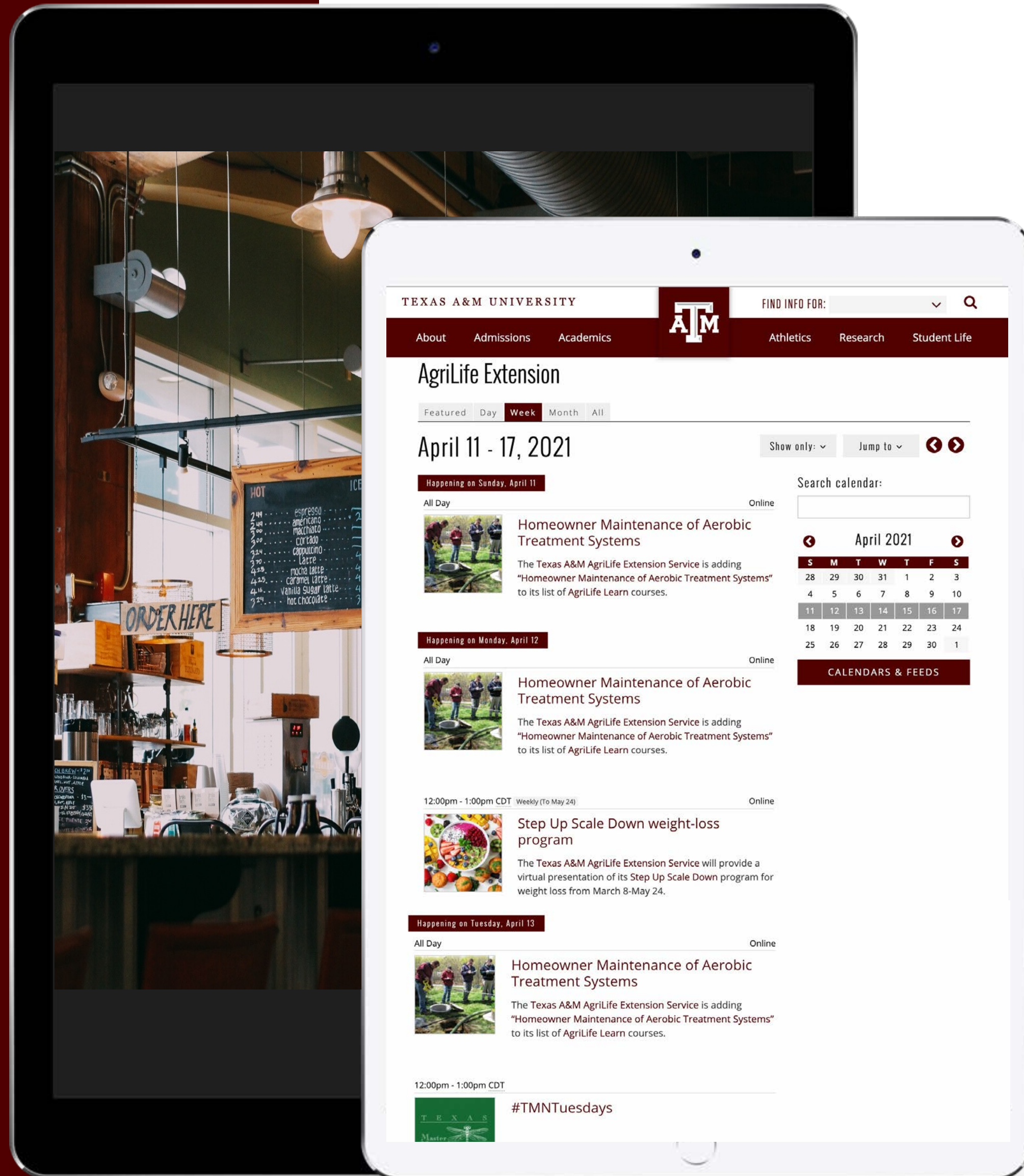


**Social Media**

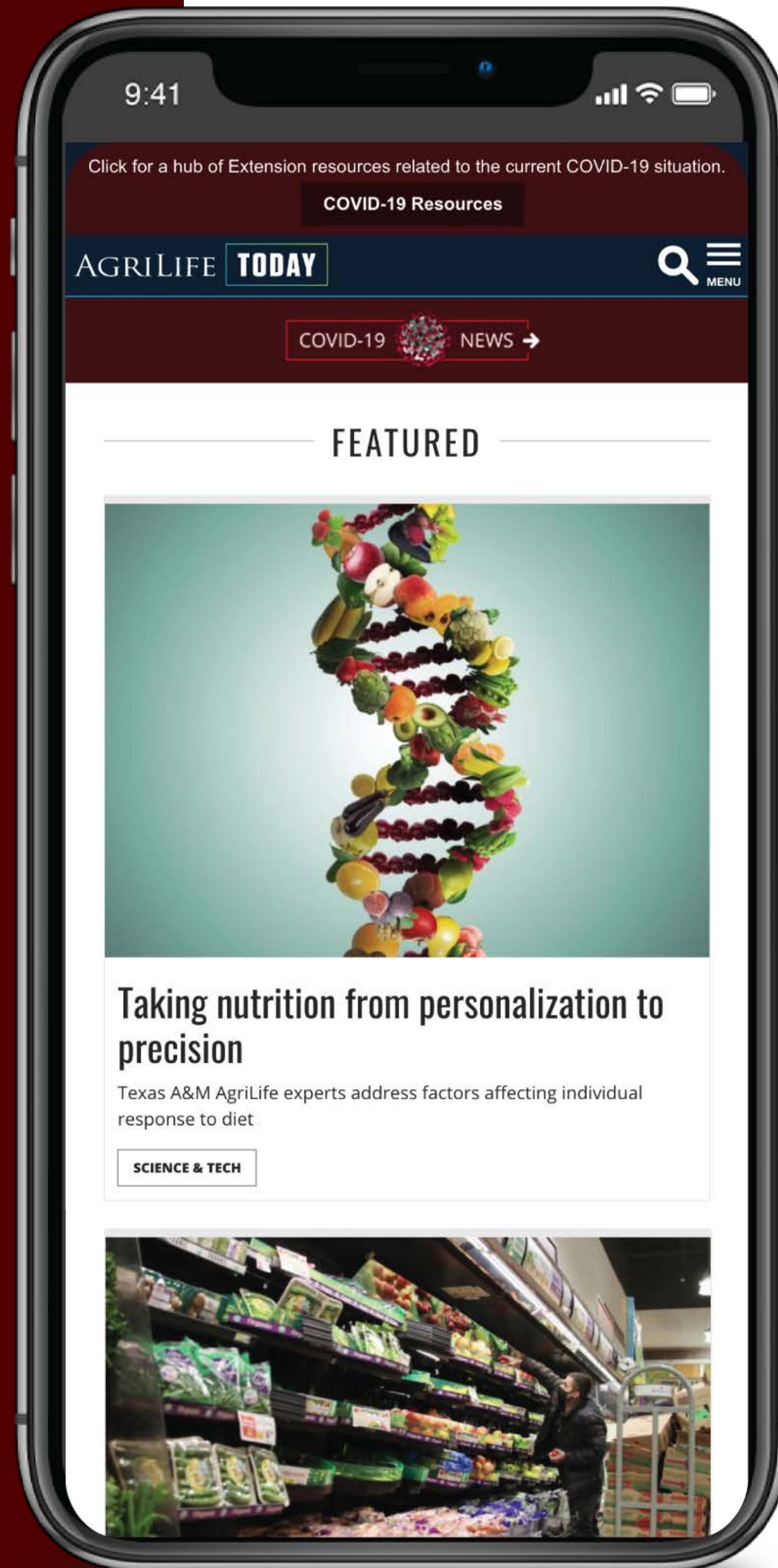
# LiveWhale Calendar

- Administered by Texas A&M University
- Serves as digital “flyer”
- Shareable via social
- Visibility across state
- Includes all details:
  - Who / What / When
  - Registration links

[tx.ag/EXTCalendar](https://tx.ag/EXTCalendar)







# AgriLife Today

- News Team full of talented reporters,
  - various regional and subject-matter “beats”
- Team internally assigns reporters and identifies content as:
  - Responsive,
  - Lay,
  - Feature,
  - Research, etc.
- Team editorial process moves through to “live”
- Strategist will keep you informed of progress

[tx.ag/EXTCalendar](https://tx.ag/EXTCalendar)



# Web / Wordpress

Content Management System (CMS)  
for ease of updates and maintenance

- "SPECIAL MOMENT"
- We are in the middle of a web overhaul (please be patient, give us grace!)
- Migrations, decommissioning,
- Distilling content for improved user experience
- Training is in-development



# Digital Strategy Assessment

## PHASE 1:

January–March 2021

Brand Review & Technical Discovery

## PHASE 2:

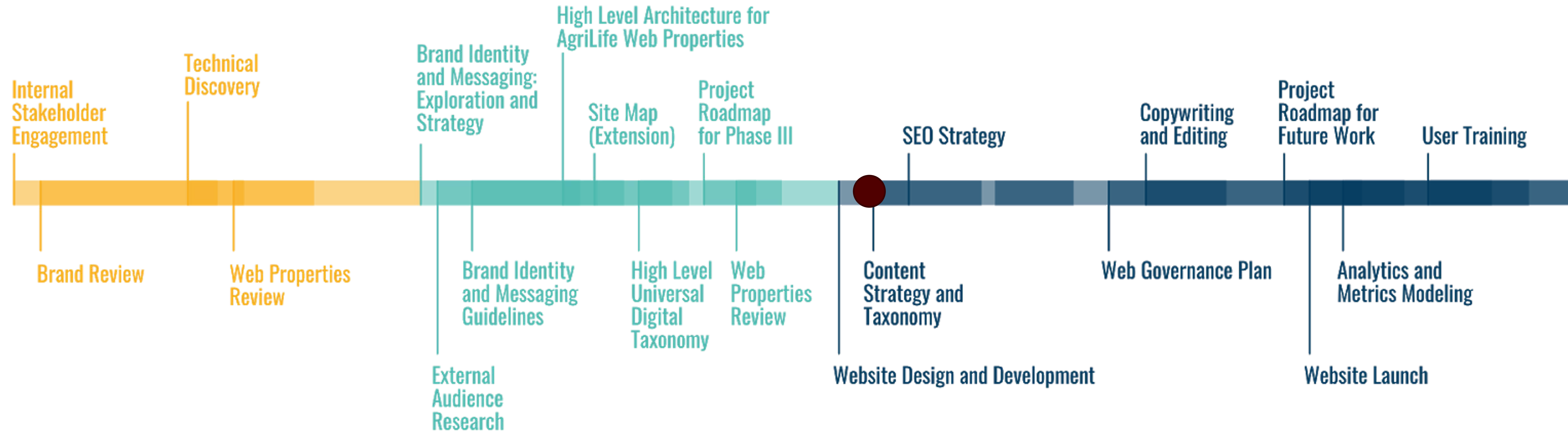
April–June 2021

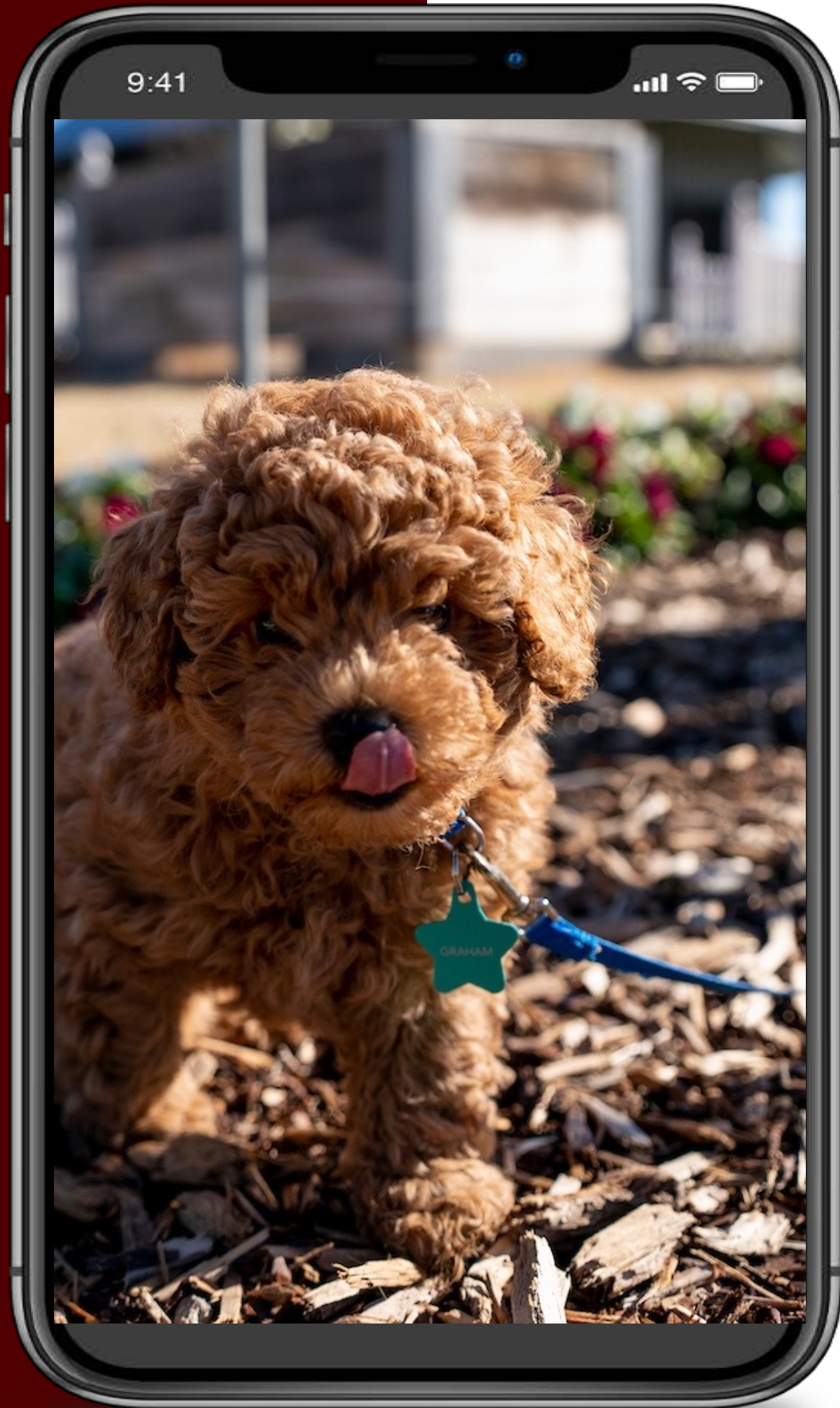
Audience Research & Project Roadmap

## PHASE 3:

July 2021–February 2022

Websites Design, Development & Launch





# Social Media



Constantly changing best practices, algorithms

Audience is important



Inventory reveals a lot of opportunity to improve management

- Splintering of units, programs and events

Performs best when content is planned and timed well

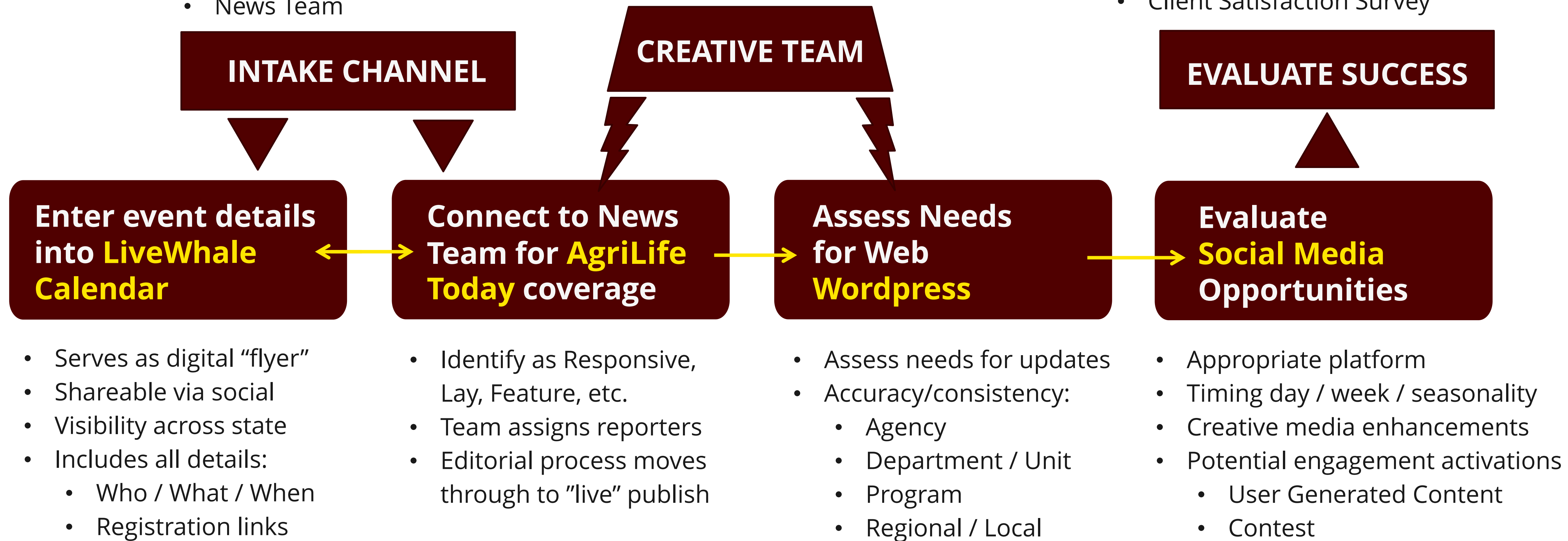


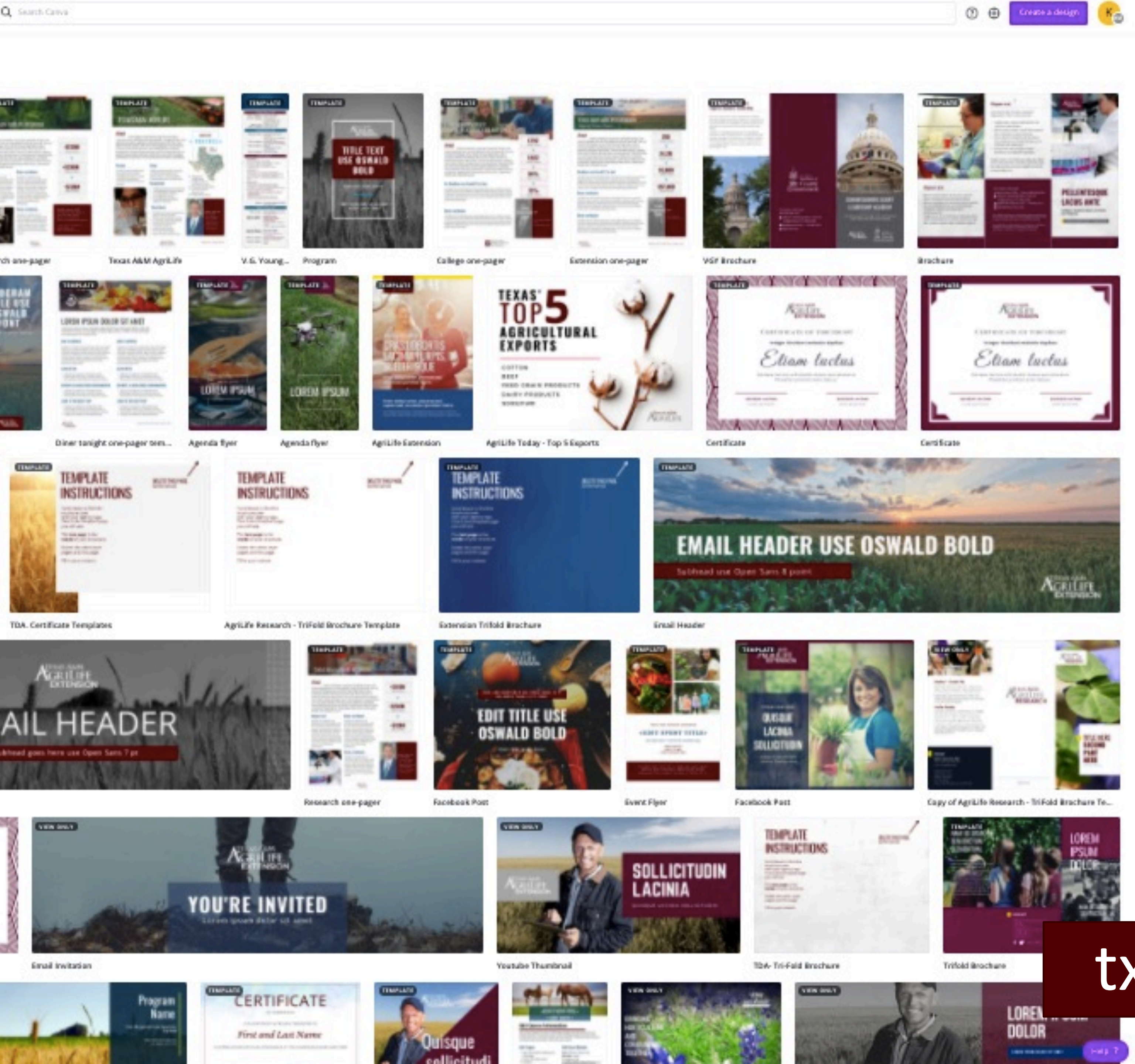
WE HAVE TOOLS TO HELP! (wait for it... )

# How We Use Them

- Livewhale Event Submission Form
- Master Request Form
- Relationship
- News Team

- Google Analytics
- Social Media Engagement
- Media Requests
- AgriLife Learn Course Registrations
- Event Attendance
- Client Satisfaction Survey





# Available now: Self-Service Templates!

[tx.ag/EXTMarComm](https://tx.ag/EXTMarComm)



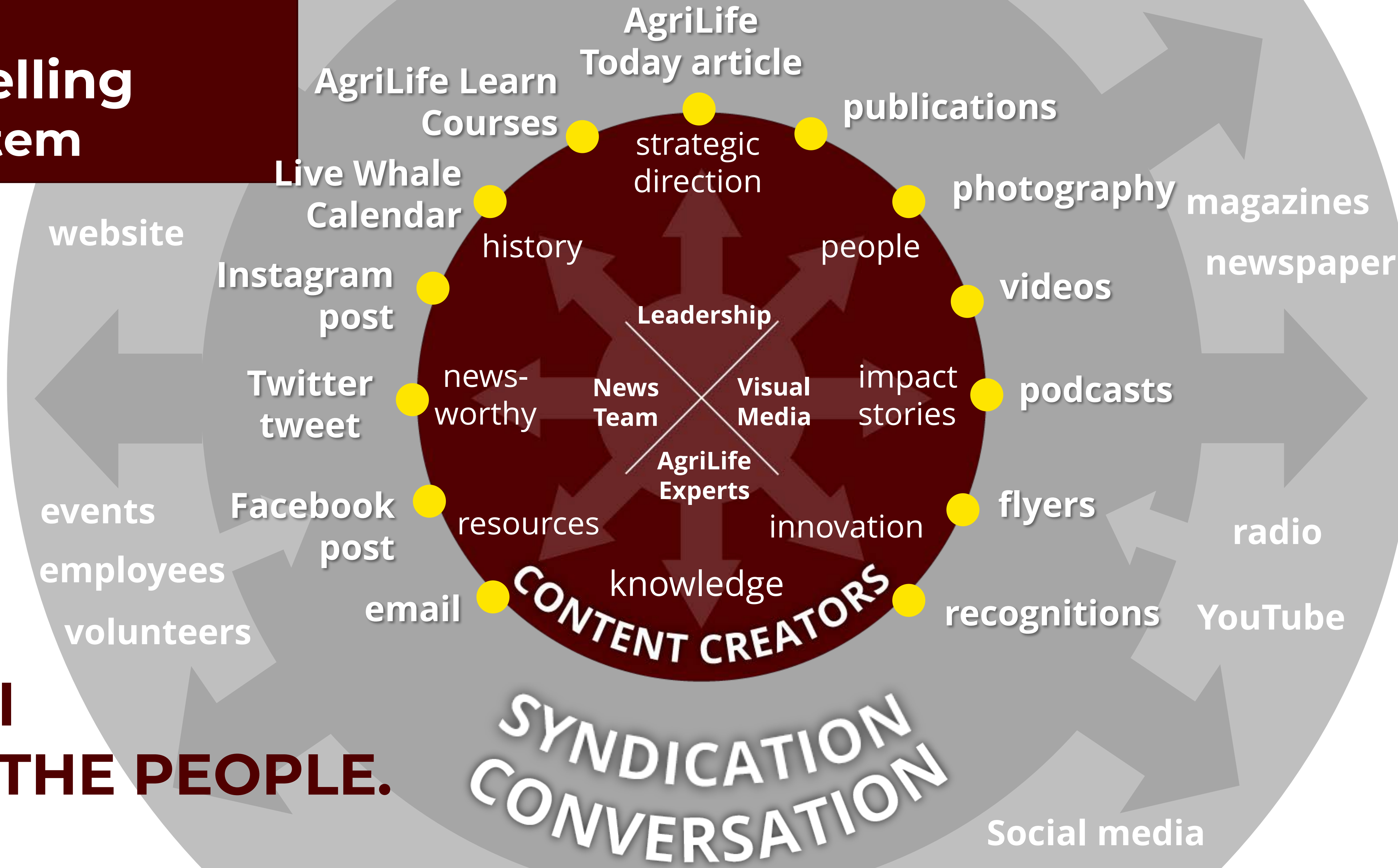
# Hot off the press!

AgriLife Stock Photo Library

- Accessible to all
- Captured by our very own AgriLife Digital Media Team

<https://agrilife.photoshelter.com/>

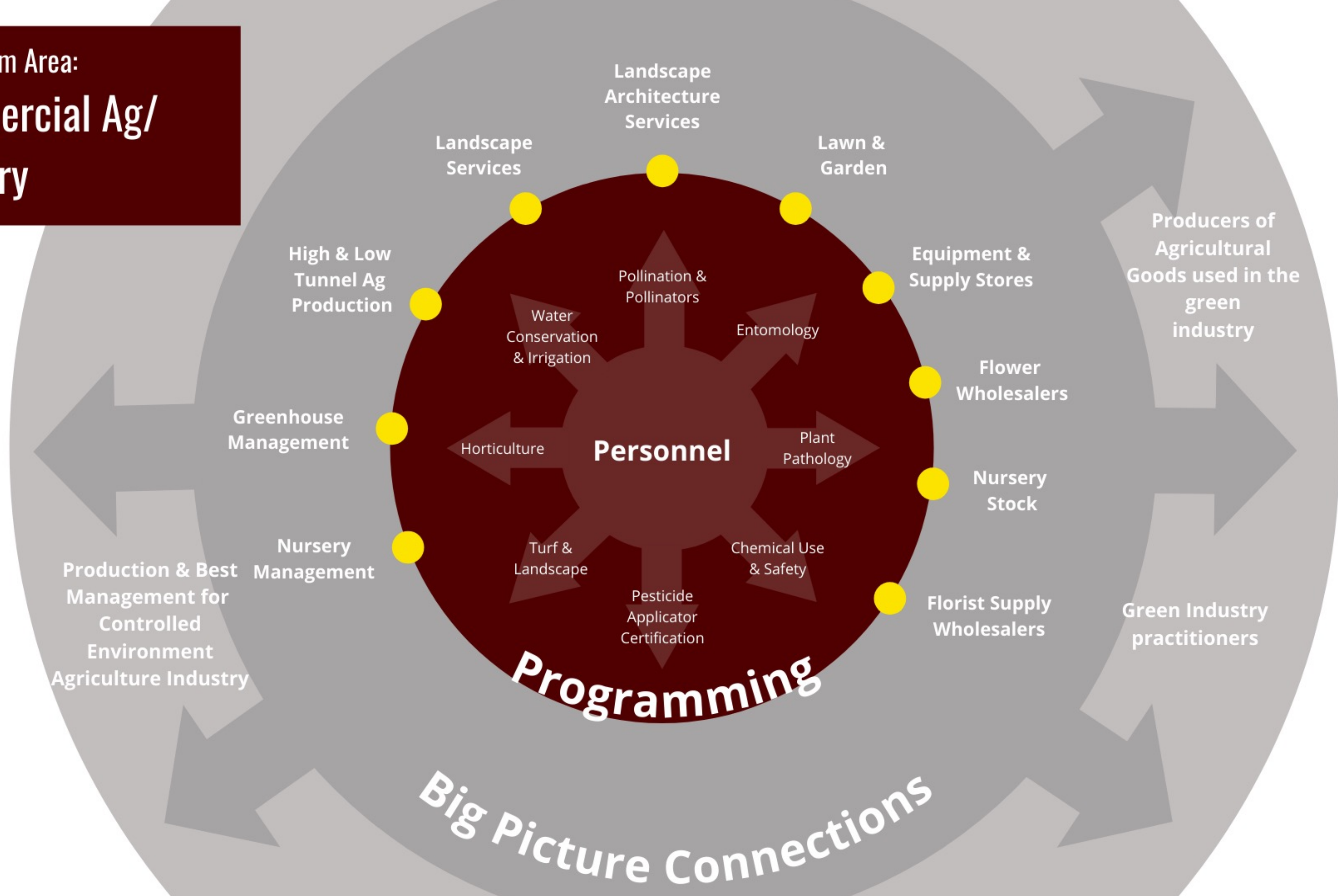
# AgriLife Storytelling Ecosystem



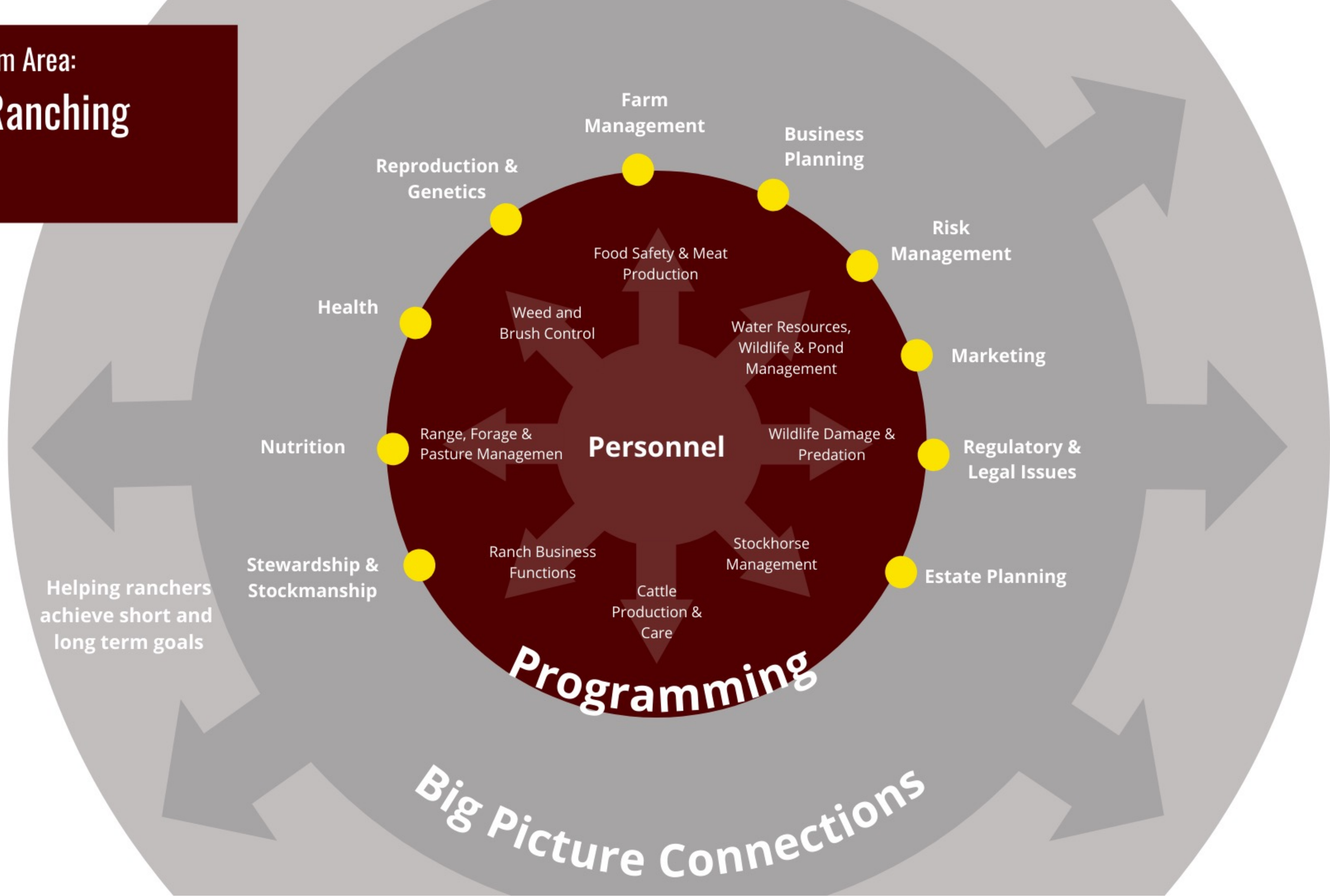
**It's still  
about THE PEOPLE.**



Coordinated Program Area:  
**Urban Commercial Ag/  
Green Industry**



Coordinated Program Area:  
**Beef Cattle Ranching**



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