

# impact

University of Idaho Extension programs that are making a difference in Idaho.

## Backyard Agriculture Live — extending the classroom/expanding the audience

### AT A GLANCE

Utilizing Facebook Live, Salmon Local Foods extended the classroom and expanded the audience for Backyard Agriculture classes.

### The Situation

The Salmon Local Foods education committee, coordinated by UI Extension Educator Shannon Williams recognized a need for horticulture classes for the citizens of Lemhi County. A master gardener course is offered every other year, so they focused on the “off” years for educational programming. Backyard Agriculture workshops were offered February through September. Attendance February through April was 10 to 35 people. May through September, during peak gardening season, attendance was under 8 and some classes were canceled. The committee felt strongly about hosting classes during the growing seasons and teaching from gardens, so people could see and experience new things, but participant’s schedules did not allow for them to attend.

### Our Response

The committee began utilizing Facebook Live video streaming option to host and record workshops. Katie Hoffman, committee member and UI Extension educator, had utilized this platform successfully to reach busy families with educational materials about healthy eating.



Backyard Agriculture Live — Let’s Plant Garlic.

Facebook is one of the five social media tools in the Extension toolbox to be utilized according to an article the *Journal of Extension* by Joanne Kinsey titled “Five Social Media Tools for the Extension Toolbox.” This social media format utilizes both synchronous and asynchronous learning. Participants can join in during the live broadcast of the event and also view the video at another time. This platform allows participants to “attend” workshops outside of location and time constraints. Participants can have access to the materials at any time they choose.

The committee, guided by UI Extension educators Shannon Williams and Katie Hoffman, scheduled a list of topics and people to present. They also collected tools for hosting the live sessions, presented and

trained other presenters on the technology. A total of 18 backyard live videos were produced. The number of times a video was viewed by an individual on Facebook as well as the number of times someone shared the video on their own Facebook pages was recorded.

The videos were recorded during a live broadcast on the University of Idaho Extension, Lemhi County Facebook page and viewers could watch live. There are 479 followers of the UI Extension, Lemhi County Facebook page. The video was then saved on the page, so followers could view it at a later time. Comments and questions could be posted under the videos both during the live broadcast and at a later date and were responded to by UI Extension staff.

## Program Outcomes

Backyard Agriculture Live expanded the attendance from face-to-face workshops to a high attendance of 35 to an average view of 923. It also extended the classroom beyond a single indoor location with PowerPoint presentations to 11 different onsite locations without participants having to travel. Backyard Agriculture Live participants can return to the video to review the information if needed. The videos created have also been utilized in other workshop presentations.

Table 1 lists topics, publication dates, lengths views and shares.

Table 1: Backyard Agriculture Live videos				
Topic	Post Date	Video Length	View	Share
Backyard Poultry	5/11/2017	9:59	309	2
Outdoor Wash Station	5/25/2017	5:19	291	3
Infused Oils	6/9/2017	18:18	372	7

Managing for Weather	6/22/2018	12:42	279	3
Kids in the Garden	7/13/2017	6:45	112	1
Harvesting Garlic	7/27/2018	13:45	12000	13
Braiding Garlic	8/10/2017	13:37	659	6
Live at the Lemhi County Fair	8/24/2017	16:39	191	0
Pruning Tomatoes	9/17/2017	6:31	453	3
Lasagna Beds	10/12/2017	24:37	306	5
Home Canning Safely	9/28/2017	14:25	258	2
All About Apples	10/5/2017	15:21	387	1
Planting Garlic	10/19/2018	7:59	139	2
Making Sauerkraut	11/9/2017	34:54	193	2
Making your own Popcorn	1/11/2018	11:31	179	2
Selecting Seeds	1/18/2018	12:24	186	2
Artisan Bread	1/25/2018	18:41	175	2
Self-Watering Containers	2/8/2018	15:26	125	1
<b>Average</b>		14:22	923	3.17

## The Future

Future Backyard Agriculture Live presentations will include livestock production, meat processing and other agriculture related topics.

## FOR MORE INFORMATION

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