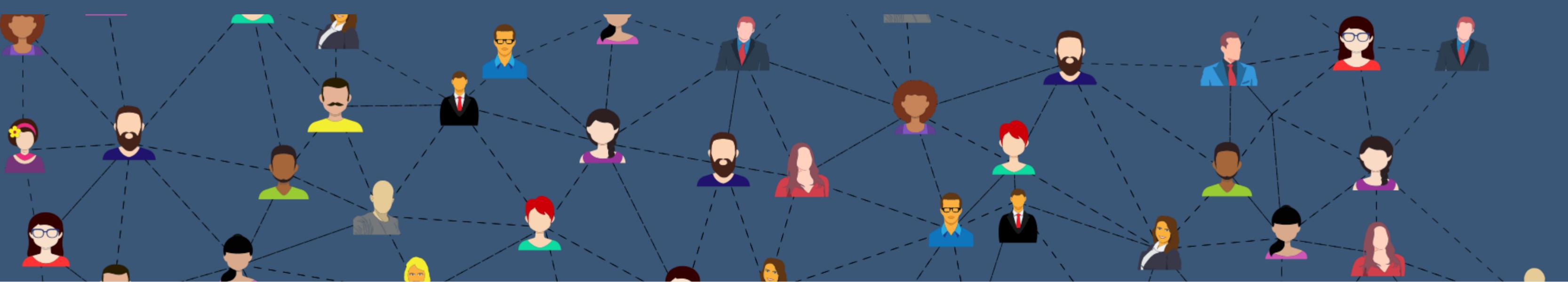


Welcome to the
2020 Webinar
Series!

Ditch and Reservoir Company Alliance



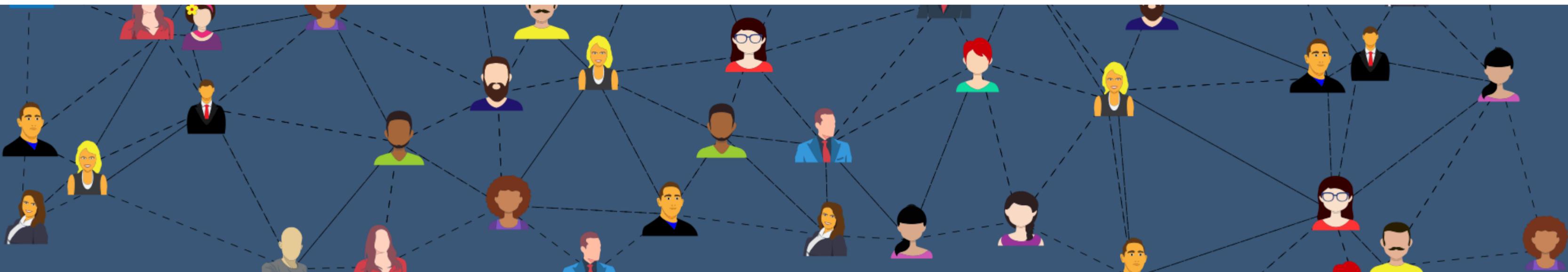
@DARCAOnline

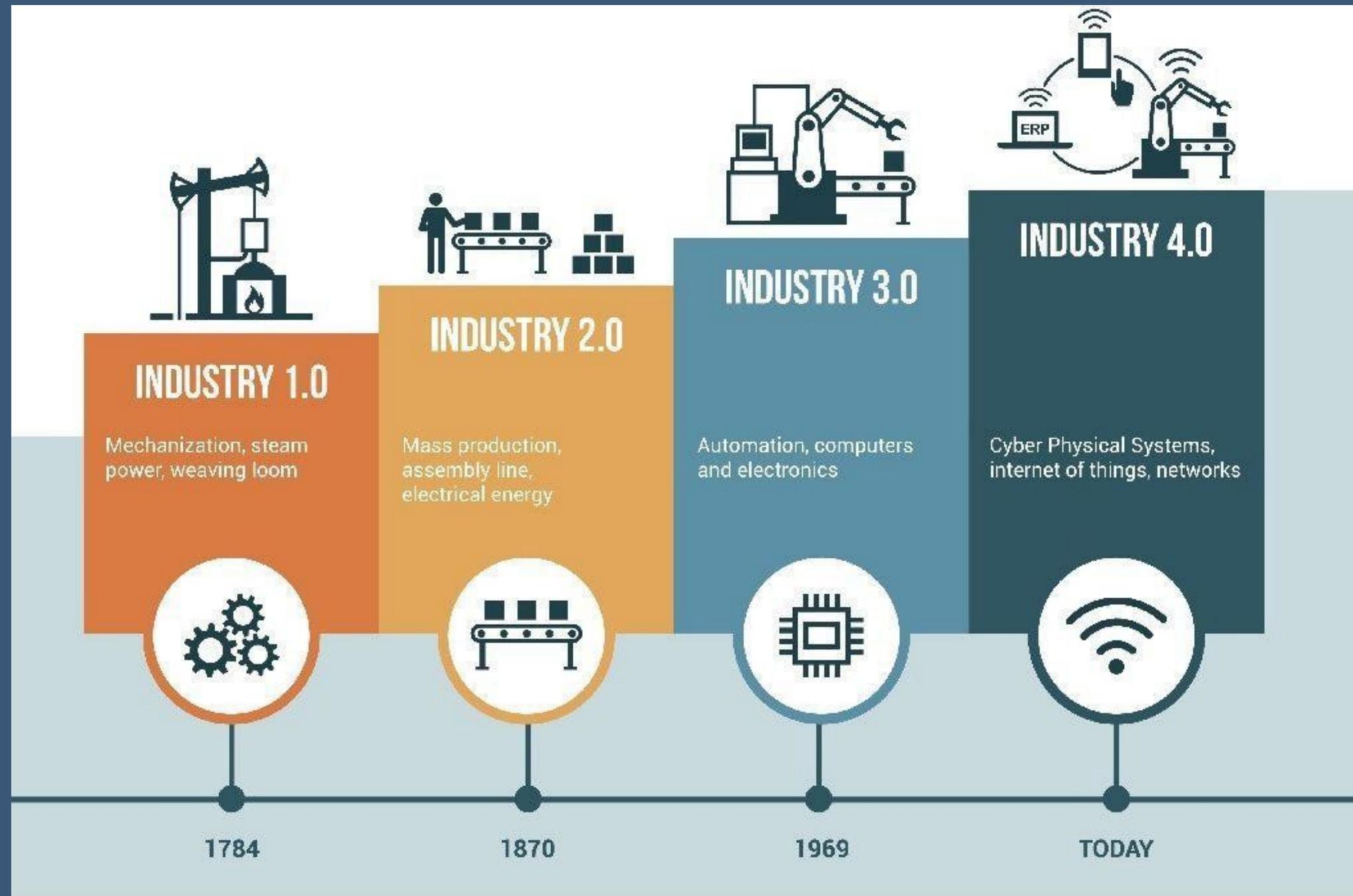


DARCA WEBINAR SERIES

A Connected World

Prepared by Micaela Fenton





We are in the fourth industrial revolution.

Presentation Flow

Our Topics For Today

Industrial Revolution

How I got here

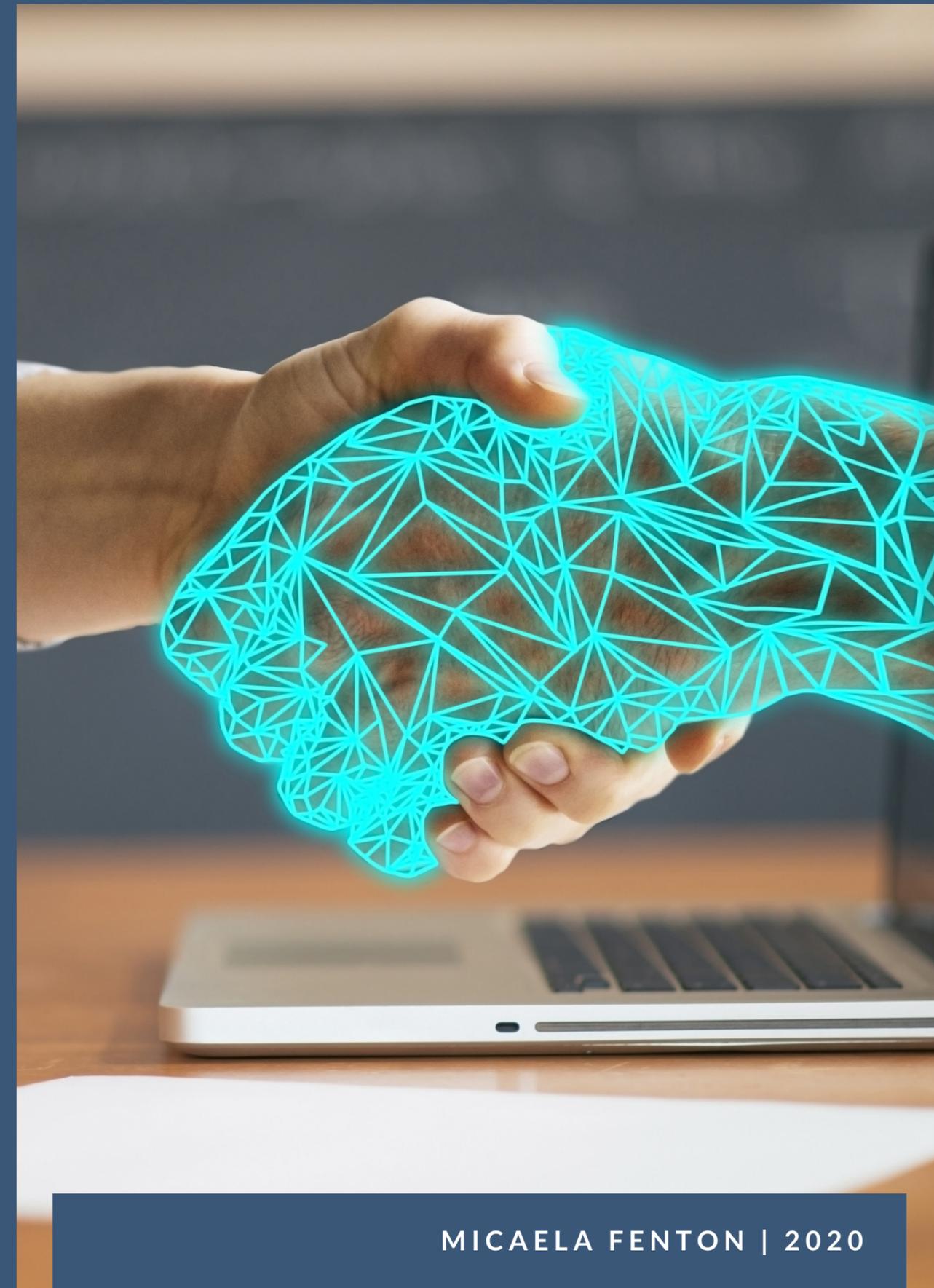
Quick Overview of Platforms

Why this matters

DARCA's Approach

How to get started?

Helpful Resources



How I got to this point?

- Middle school rebellion
- Serving in a public role with the Colorado FFA Association
- Starting a small business
- Realizing the need to curate our own story within science and agriculture.



The Main Platforms

Overview



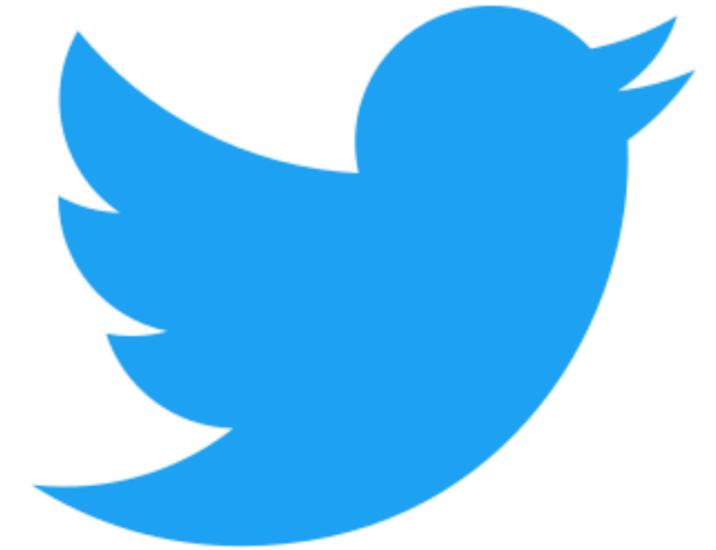
- **Audience for a personal page:** family, friends, people you are closer to in business, must accept every friend, or like business pages
- **For a Business:** an extension or live version of your website
- **Useful Features:** marketplace (the new craigslist), event registration, private groups, video sharing, ect.
- **Overall:** One of the most useful tools from both an individual perspective and business perspective because of the amount of imbedded tools.



- **Audience for a personal page:** depends on your privacy settings and main vision for your page
- **For a business:** this is your translation of knowledge in a digestible visual way
- **Useful Features:** simplicity, # hashtags to grow network
- **Overall:** Very useful in gaining traction towards business because it is all based on curation. Basically an art gallery for any given subject.



- **Audience for a personal page:** this is your living resume and a professional Facebook
- **For a Business:** this is a tool for your employees both future and current, a way to advertise your growth and development
- **Useful Features:** authenticity within platform, information exchange
- **Overall:** This is one of the best ways to stay in touch with your network, learn more about what they are working on and current events in your professional sector



- **Audience for a personal page:** a tweet reminds me of just sharing every train of thought you might have through the day
- **For a Business:** this is a key way to conference with other businesses/ organizations
- **Useful Features:** live effect in an instantaneous world
- **Overall:** This platform is one that skips over news or the middle man for a direct comment from the individual or organization. The platform lends itself to a quick and natural response.

The Language Commonly Associated with Each Platform



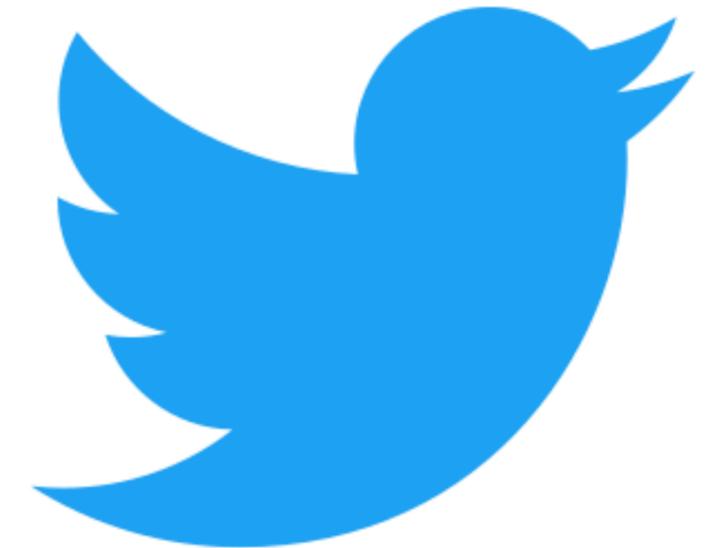
- Post
- Story
- Friends
- Marketplace
- Page
- Likes
- Comment
- Share
- Events
- Following
- Messenger
- Video
- Reactions



- Post
- Story
- Like
- Comment
- Share (via. repost or sharing it to your stories)
- Feed
- Explore
- Hashtags
- Following
- Followers
- Follow hashtags
- Messages feature



- Resume
- Connections
- Network
- Job Hunt
- Network
- Information Exchange
- Live personal portfolio
- Business representation
- Business current events
- Can see when people are looking at your work history
- Messages Feature



- Tweets
- Retweets
- Reply
- Thread
- Profile
- Followers
- Following
- Messages feature

Why?

- People really do care, they are curious, and may be looking for answers to something you personally or your organization may have an answer to.
- Today we are in a grand paradox, more disconnected and connected than ever before. Social platforms and digital communication is the bridge to this gap.
- Yes- the stigma around social media is harsh. Key: go in with a plan, intentionality, and authenticity. You can make an impact on those who you are connected with.

DARCA's Digital Communications

1.

Set an intention

The screenshot shows a document editor interface with a toolbar at the top. The main content area contains the following text:

NETWORKING, INFORMATION EXCHANGE, ADVOCACY

Content Brainstorms:

For Network:

For Advocacy:

For Information Exchange:

2.

Make a plan

September 7- Labor Day

Post Content:

Labor Day was intended to pay tribute to the contribution and achievements of American workers. This year we have a whole new term when it comes to labor and that is “essential”. While all positions are valuable, this year we learned simply that there are some we cannot go without. DARCA wants to thank all our American workers, especially those who have had to rise up to meet the onset of the major challenge from a global pandemic.

We hope you had a happy labor day!

Picture:

Do you think we can get a picture of a farmer working or a ditch company person working in the field? I thought Dawn had some that might have worked here. Or if we can get a picture of some of the members at work?

Hashtags:

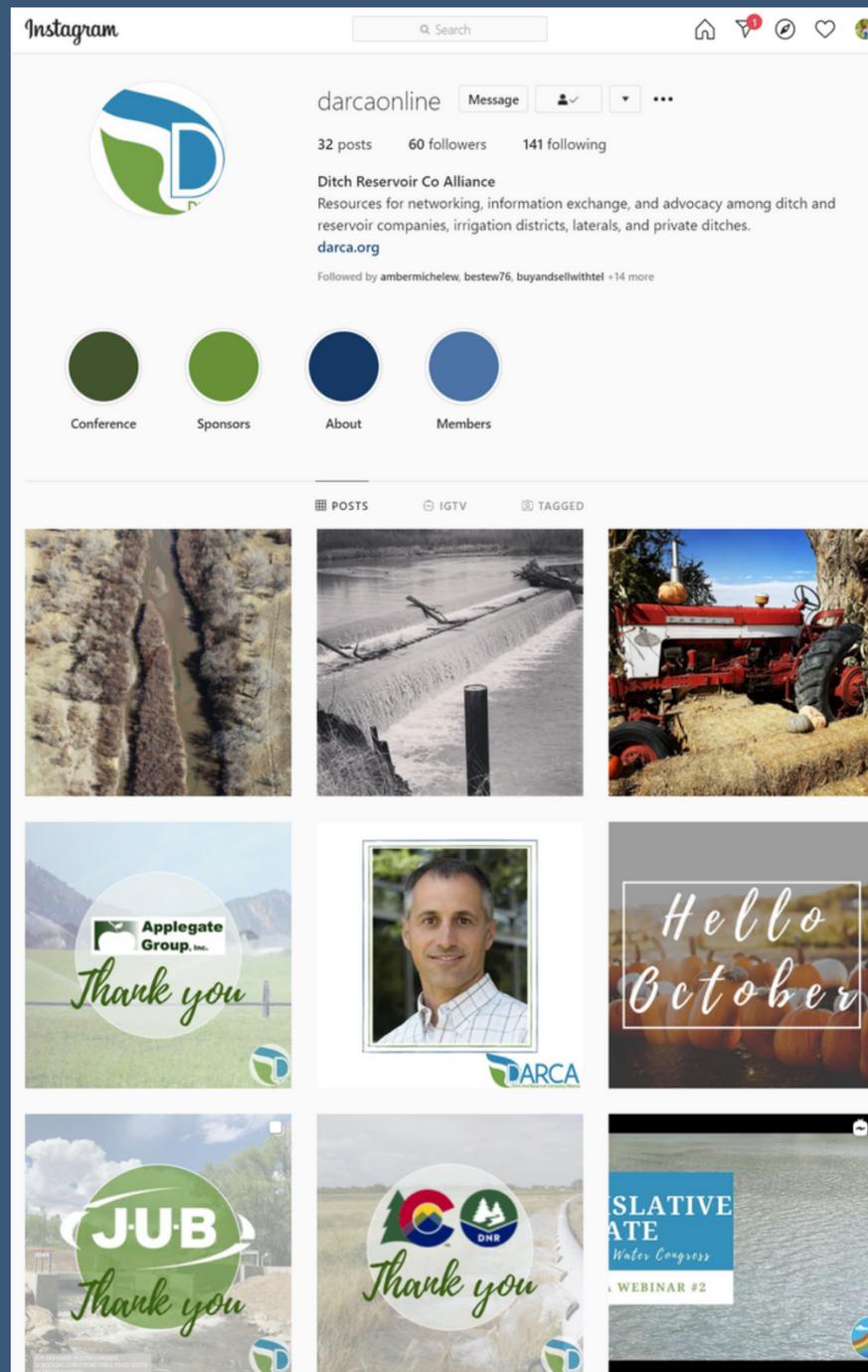
#DARCA #ditches #laterals #naturalresource #naturalresourceamagment #resourceamagment #watercompany #conservation #education #outreach #information #LaborDay #hardwork #dedication #essential #essentialworker #essentialworkers #Labor #employees #employers #farmers #ranchers #servicetechnitions #managers #proud #thankyou

The screenshot shows a comment from Amber Weber, dated 10:54 AM Sep 2. The comment text is:

Great idea. If nothing else, we have some of Phillip in the field when we did his podcast that we may be able to use too.

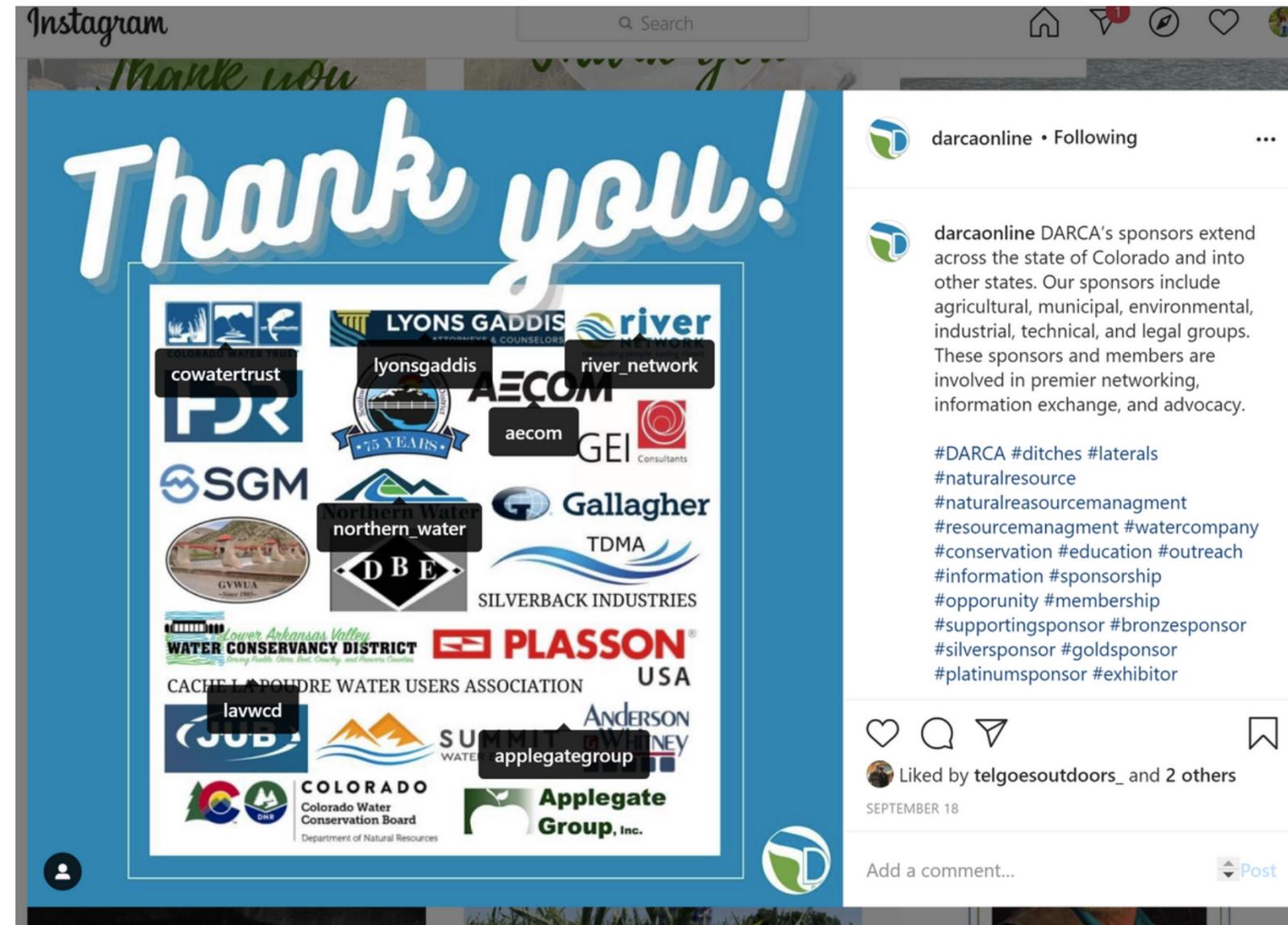
3.

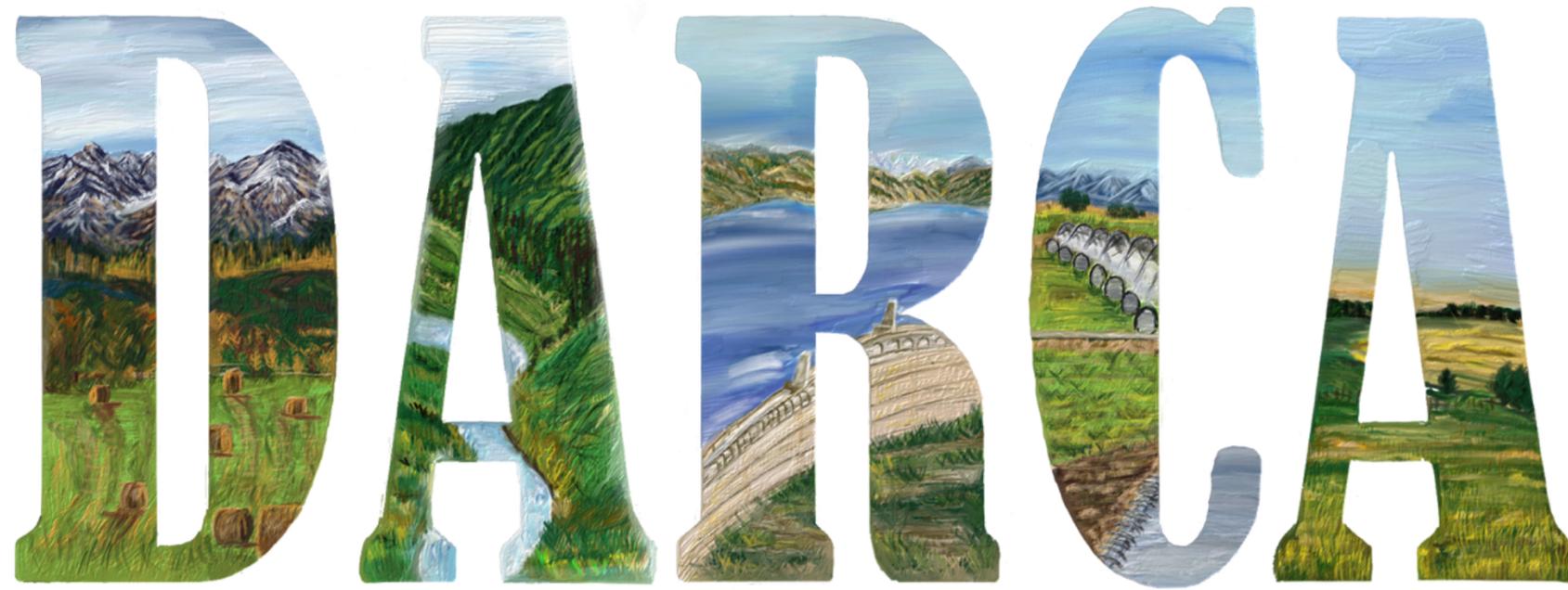
Post



4.

Interact





Follow Us

@DARCAonline



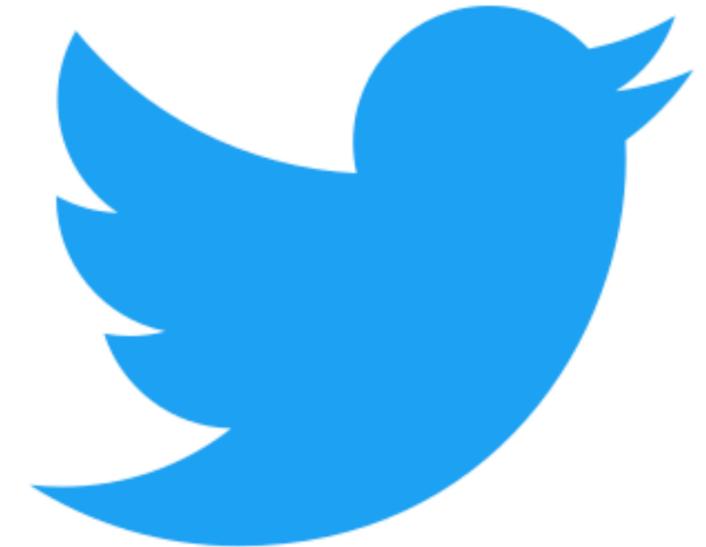
- We have created a space for our members in a group
- Added our history



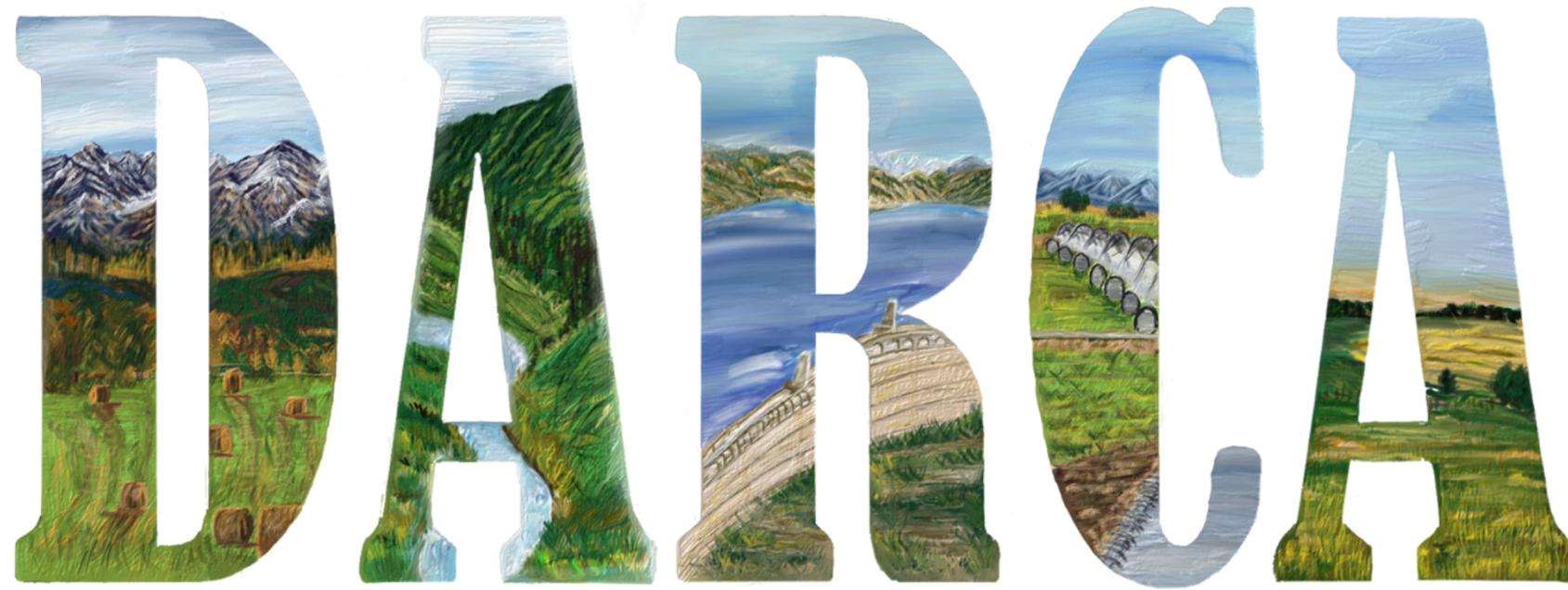
- Visually representing who DARCA is, what we do
- Connecting with a larger audience



- Just as you have added DARCA to your resume, members can add DARCA as an interactive line on your Linked-In

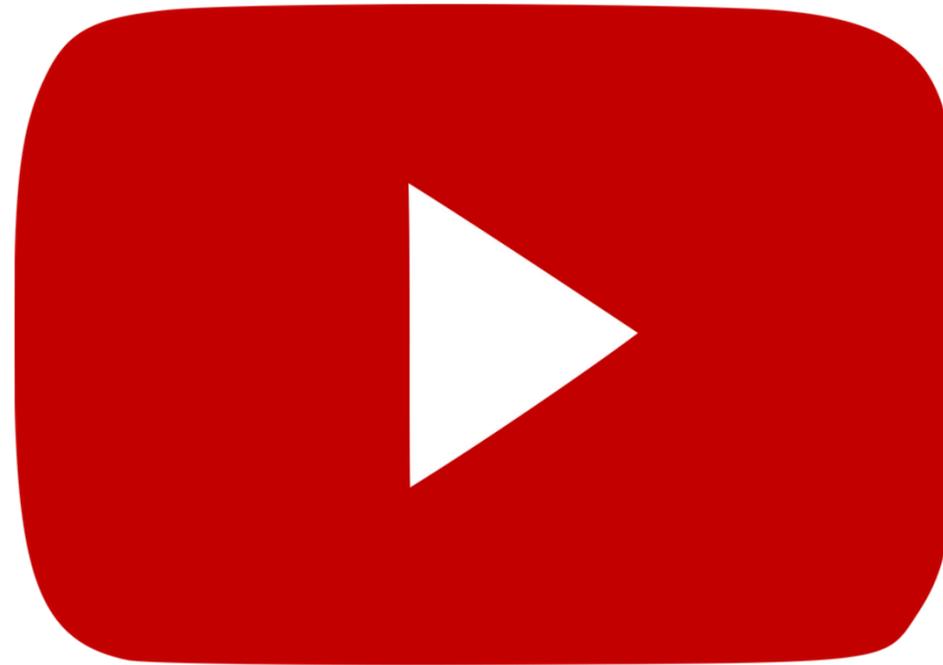


- How we interact and communicate with other groups that align with our vision in real time



Follow Us

@DARCAonline

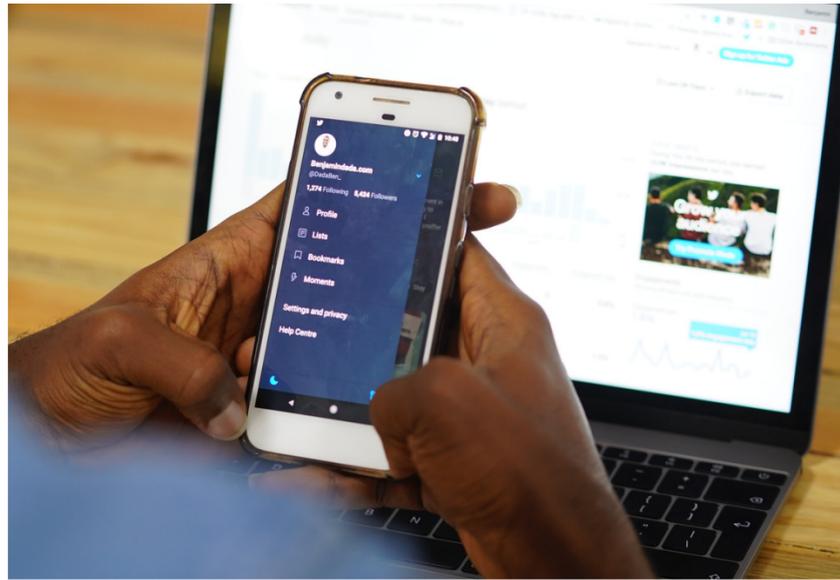


- We have been capturing every webinar to aid in information exchange



- To make our webinars more accessible we are preparing to create a podcast to share the audio of these webinars.

How to get started?



Update or Start Your Profile

If its overwhelming start with either Twitter or LinkedIn, or Facebook and Instagram (both because they are connected and really easy to tranlate content.



Set your intention

You don't want to be notified all the time or have another thing to just keep track of. Set your intention. What is your personal or business brand? What is the impact you want to have? What is the time you are willing to commit?



Be Social

It's social media- be social, be encouraging, be uplifting, be yourself. Interact as you would if you were face to face, at a conference, let your personality shine through.



Cooper Franklin @CooperDFra... · 5d ▾

Wendy's needs to get rid of the square burger it seems a little too... artificial



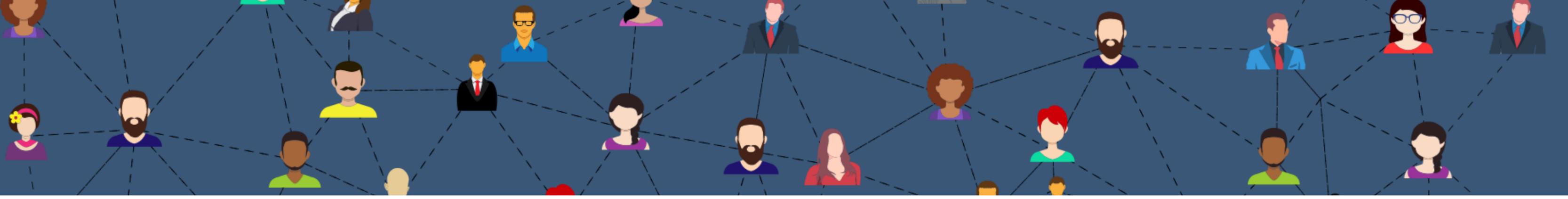
Wendy's ✓

@Wendys

Replying to [@CooperDFranklin](#)

Unlike the super natural circle shape that hamburgers come in when you pick them off the vine.

2:46 PM · 29 Nov 17



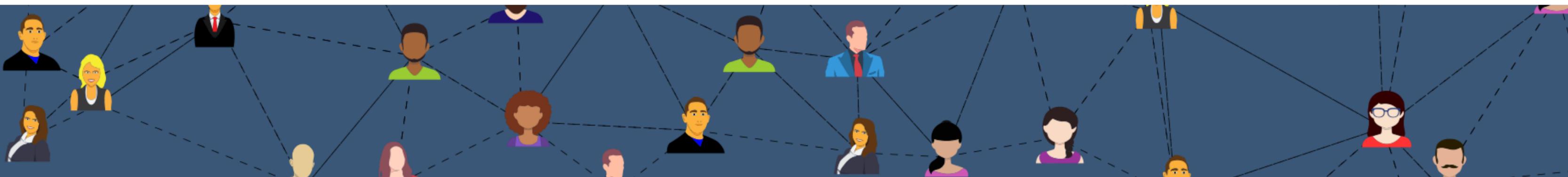
Please let me know if
you need anything.

Email address

micaela.fenton@gmail.com

Facebook, Instagram, Linked-In, Twitter

Micaela.fenton@gmail.com



Resources to learn more or get started

Google is your best friend.

Anytime I was confused about anything social media related. I would type in what I was confused about and learn very quickly. This also works on YouTube if you would like someone to run you through the information you are seeking.

People to Follow

Gary V.

<https://www.youtube.com/user/GaryVaynerchuk>

Damian Mason

<https://www.youtube.com/DamianMasonChannel>

Vanessa Lau

<https://www.youtube.com/channel/UCdOPzgbosSnbfd9-iXP2NA>

Extra Resources

<https://www.youtube.com/watch?v=oQQbPhfsASI>

<https://www.pewresearch.org/internet/2018/04/17/the-future-of-well-being-in-a-tech-saturated-world/>

<https://www.businessinsider.com/smart-farming-iot-agriculture>