

Subject: 6-7-10 eBlast from NRCS



June 7, 2010

## NRCS UTAH IS NOW ON TWITTER

The Public Affairs Office will be utilizing Twitter to interact with our partners and interested customers. NRCS headquarters and several other states are now on Twitter.

What is Twitter?

- A communication platform that helps us stay connected to our partners and customers. Messages on Twitter provide short, quick updates and can reach people wherever they happen to be.
- Allows us to quickly share information with people interested in our mission, gather real-time feedback, and build stronger relationships with customers, partners and others who are interested in conservation.
- Twitter gives our audience direct access to NRCS Utah, making us more accessible to our partners and customers.
- Integrates with our existing communication channels and strategies. In combination, those factors can make Twitter a critical piece of our comprehensive communication strategy.



The Utah Twitter page will be used primarily to announce program and conservation issue updates and deadlines. All messages on the Utah Twitter account will be posted by Public Affairs Staff. If you have an idea or topic you would like to see posted, contact Public Affairs Specialist [Ron Francis](#) or Webmaster [Rita Ramos](#). Or, if you know of a partner or customer on Twitter, let us and/or them know.

In order to follow the Utah Twitter account, you can take the following steps: (USDA computers allow you to access a Twitter account.)

1. Go to the Utah NRCS Twitter page ([http://twitter.com/NRCS\\_Utah](http://twitter.com/NRCS_Utah)). The Utah NRCS Web site has a link directly to its Twitter page (see the accompanying photo link). You can view the content at this site without having a Twitter account.

2. If you have an existing Twitter account, and want to follow the Utah link on Twitter, do the following:
  - a. Log into your account.
  - b. Click on the Follow NRCS\_Utah link.
3. If you do not have a personal Twitter account, do the following:
  - a. Click on the [Join Today and follow NRCS Utah link](#).
  - b. Fill out the registration form and click the Create my account link.

### *Periodic news reports from NRCS Utah*



To see blasts from the past go to [e-Blast archives](#)

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