

## Social media at work can be a good idea

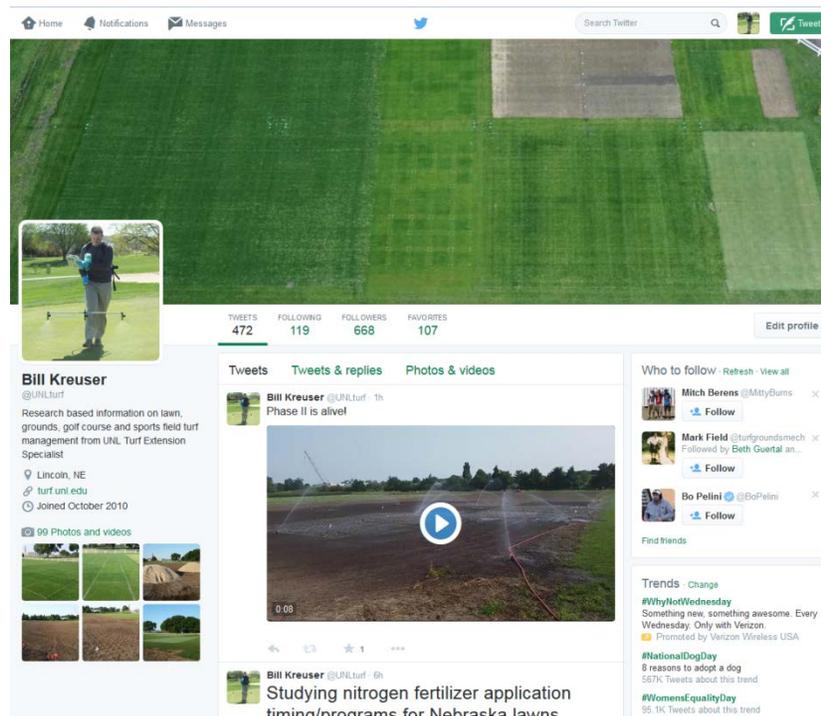
August 27, 2015

I'm ashamed to admit but was an 'early adaptor' when it came to Facebook. The site opened its doors to UW-Madison when I was a freshman and it was the cool thing to do. It's amazing how quickly social media websites like Facebook, Twitter, Instagram, and LinkedIn have since become an 'essential' part of people's lives since then. It's hard to believe that YouTube is only 10 years old! I don't know how some lived without free access to endless cat videos before 2005.

While my interest in social media for personal stuff has waned, I still use it several times a day to keep in touch with the turf industry. Many golf course superintendents, field managers, lawn care operators, turf distributors, and researchers have work-related Twitter and/or Facebook accounts. They share pictures, ask questions, and post comments about turfgrass management to the turf community. Some things can be a bit goofy, like #FFRF (Frisky Fair Ring Friday) where professionals, mainly plant pathologist, post fair ring pictures on Twitter. Other times people post links to great turf-related articles or resources to help make everyone's job a little easier. It is also a great way in gain name recognition within the industry, and it provides access to turf managers from around the world to help with problem solving and decision making.

I prefer to use Twitter to keep followers up to date with the UNL Turf Program and spread information through articles like this Turf iNfo. My account is also linked to a UNL Turf Facebook page. I only tweet/post about turf (no links to cats playing the piano). Please follow me @UNLTurf on Twitter and [www.Facebook.com/unlturf](http://www.Facebook.com/unlturf) if you have an account to stay connected with our program. We also started to post videos on our [YouTube page](#) which we link to Twitter and Facebook posts. If you are not a member of any social media websites, then consider joining to follow people in the industry. When used for work, social media isn't always a waste of time.

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A screenshot of Bill Kreuser's Twitter page, @UNLTurf. Follow Bill to stay informed with the latest new, research and resources from the turf program at the University of Nebraska-Lincoln. Recent posts include construction progress on the new East Campus Turf Plots, student's experiences working at the PGA Championship, and information about upcoming UNL and NTA events.

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