COLORADO STATE UNIVERSITY
EXTENSION

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UNDERSTANDING DIGITAL COMMUNICATION USE, ITS OPPORTUNITIES, AND CHALLENGES GUNNISON COUNTY

PROJECT INTRODUCTION

- Examined digital communication practices within the **Office of Engagement and Extension (OEE)** & **Gunnison County Extension**
- Focused on how OEE uses social media, email, and web platforms to reach community members
- Considered communication across different audiences, including community members, 4-H families, and other stakeholders
- Identified opportunities to make digital communication more consistent, accessible, and audience-focused

OBJECTIVES

- Assess current digital communication practices and channels
- Identify communication strengths, challenges, and gaps
- Examine how current channels align with audience needs
- Develop practical recommendations for future communication efforts

CURRENT COMMUNICATION PRACTICES

- Extension uses multiple digital channels to reach different audiences
- Communication includes **social media, email newsletters, YouTube, and web content**
- Channel activity, engagement, and audience focus vary across platforms
- Some channels are well established, while others have limited or inconsistent activity

METHODS

Digital Communication Audit

- Reviewed Extension social media, email, and web channels
- Evaluated consistency, audience targeting, engagement, accessibility, and content

Stakeholder Interviews

- Gathered perspectives on communication practices and audience needs
- Identified communication challenges and opportunities

Audience Analysis

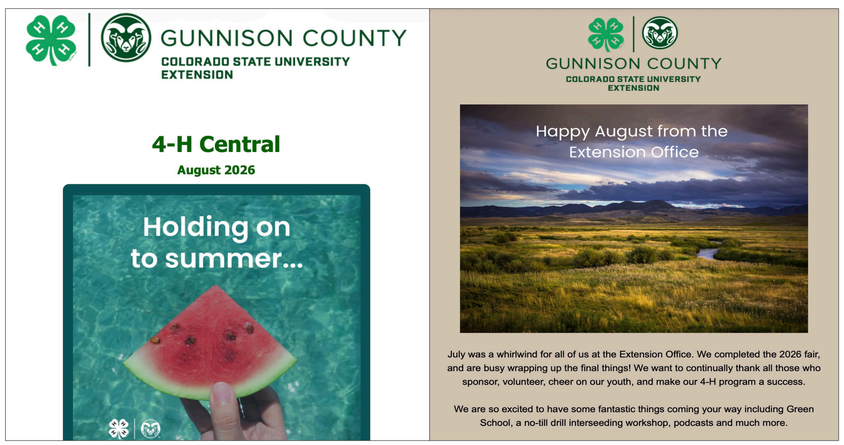
- Identified key Extension audiences and communication needs
- Compared audiences with current communication channels

Research & Best Practices

- Reviewed existing research and communication best practices

Synthesis & Recommendations

- Combined audit and interview findings
- Identified emerging themes and opportunities for improvement



KEY INSIGHTS

Communication is spread across multiple channels

- Social media, email, and web platforms each serve different communication purposes.

Audience targeting could be stronger

- Different audiences have different needs and communication preferences, but channel roles are not always clearly defined.

Channel activity is inconsistent

- Some accounts are active and regularly updated, while others have limited or no recent activity.

Visual, audience-specific content creates opportunities for engagement

- Platforms like Instagram can provide opportunities to connect with younger audiences through more visual and relevant content.

Accessibility practices are inconsistent

- Captions and other accessibility practices are used in some content but could be applied more consistently.

RECOMMENDATIONS

Prioritize high-value channels — Focus time and resources on channels that effectively reach priority audiences.

Target specific audiences — Tailor content to audience needs and preferences.

Improve consistency — Establish realistic posting and maintenance practices.

Coordinate communication — Clarify role of each channel.

Increase accessibility — Apply accessibility practices consistently.