

Selected GO TEXAN Members' Online Presence: A Communications Audit

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Abstract

Due to budget cuts, health conscious consumers, and agriculturalists promoting the diversity of agriculture, specifically alternative agriculture, is becoming more popular. However, are alternative agricultural producers and businesses utilizing online and social media sites for marketing and promotion? In order to assess this, a communications audit was conducted to determine and describe how members of the GO TEXAN network are utilizing websites and social media for their alternative agriculture business or company. A majority of the members used for this study were found to be using websites, while fewer members were found to be utilizing social media tools. Both website and social media content was found to be mostly general information about the company and either its products or services or marketing and advertising information. Future research should be conducted on effective methods to train businesses in employing social media and online tools for marketing, promotion, and advertising.

Keywords: websites, social media, alternative agriculture, communications audit, content analysis, GO TEXAN, online communication