



Spring has sprung, and things are getting busy in both our gardens and our marketing efforts! It's a perfect time to capture some photos of our gardens as they awaken from winter, while also promoting all of your classes, workshops, and plant sales.

In this issue of Rooted in Marketing you will find:

- May content inspirations
- Media Training: Making Headlines & Working with Reporters
- Local Successes and Celebrations
- Tips & Tricks
- Resources
- Upcoming Trainings

Also, remember that this month marks the start of voting for our photo contest, "Community in Bloom"! Voting starts today and runs through April. Be sure to share the [voting site](#) and cast your vote for your favorite photo! We've received some fantastic entries, and we truly appreciate all the support during this contest.

In addition, April is National Volunteer Month! We want to extend a heartfelt thank you to all the volunteers who play a crucial role in promoting the UC Master Gardener Program. Your dedication is truly appreciated! Watch the statewide social media channels this month as we spotlight 2024 Gardeners With Heart.

Thank you,

Melissa & Barbra

UC Master Gardener Program

Statewide Communications Team

Content Inspiration - May

It's time for another month of content inspiration. May is a busy month with lots of gardening-related "holidays". There are lots of options and ideas in this month's inspiration document. Remember these are just inspirational ideas, these are not requirements. Pick and choose



May Social Media Inspiration

Get inspiration for social media content for May, including UC ANR Giving Day, Garden for Wildlife Month, Community Action Month, International Permaculture Day, Learn About Composting Day, and more!

[Download the May doc here.](#)

What are media interested in?

- Climate change, climate impacts
- Work with under-represented, under-resourced segments of the community
- Participatory "citizen" science projects
- Compelling imagery (photos, video)
- "News you can use"; helpful and timely tips
- First, Best, Only (superlatives)
- A good yarn!

Photo by Seemansu Sope

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Media Training: Making Headlines & Working with Reporters

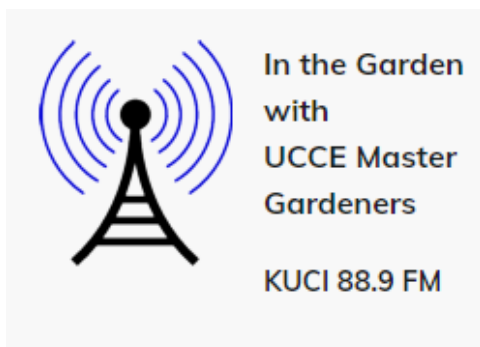
In February, we had a very informative session with the UCANR Strategic Communications team discussing how to work effectively with the media. During the 90-minute Zoom session, Mike Hsu and Pam Kan-Rice covered:

- making media contacts
- writing press releases
- handling media inquiries
- preparing for interviews across various platforms
- practical tips for doing interviews, including practice sessions.

Watch the recorded session and get all the details. If you have a question about working with the media please contact [Barbra Pushies](#).

Local Successes and Celebrations

Though social media is important for sharing gardening knowledge and promoting our programs, it's not the only option for sharing knowledge. Outreach comes in many forms, so it's smart to use multiple platforms. Adding a radio show or podcast to your marketing plan can help reach more people and give you extra content for social media. That's exactly what UC Master Gardeners of Orange County and Colusa County are doing. Check out their shows and think about starting one for your county!



The UC Master Gardeners of Orange County have a weekly radio show called "[In the Garden with UCCE Master Gardeners](#)." During the show they share garden tips, fun gardening projects, and interviews with horticulture experts on topics specifically geared to gardening in Orange County. This is a great way to get content out to your community!



Podcasts have become more and more popular. The UC Master Gardeners of Colusa County are doing a wonderful job with their monthly podcast "[A Garden Runs Through It](#)." They share information specific to gardening in their Colusa County giving their followers a great resource focused on their community.

Tips & Tricks: Sharing Social Media Posts

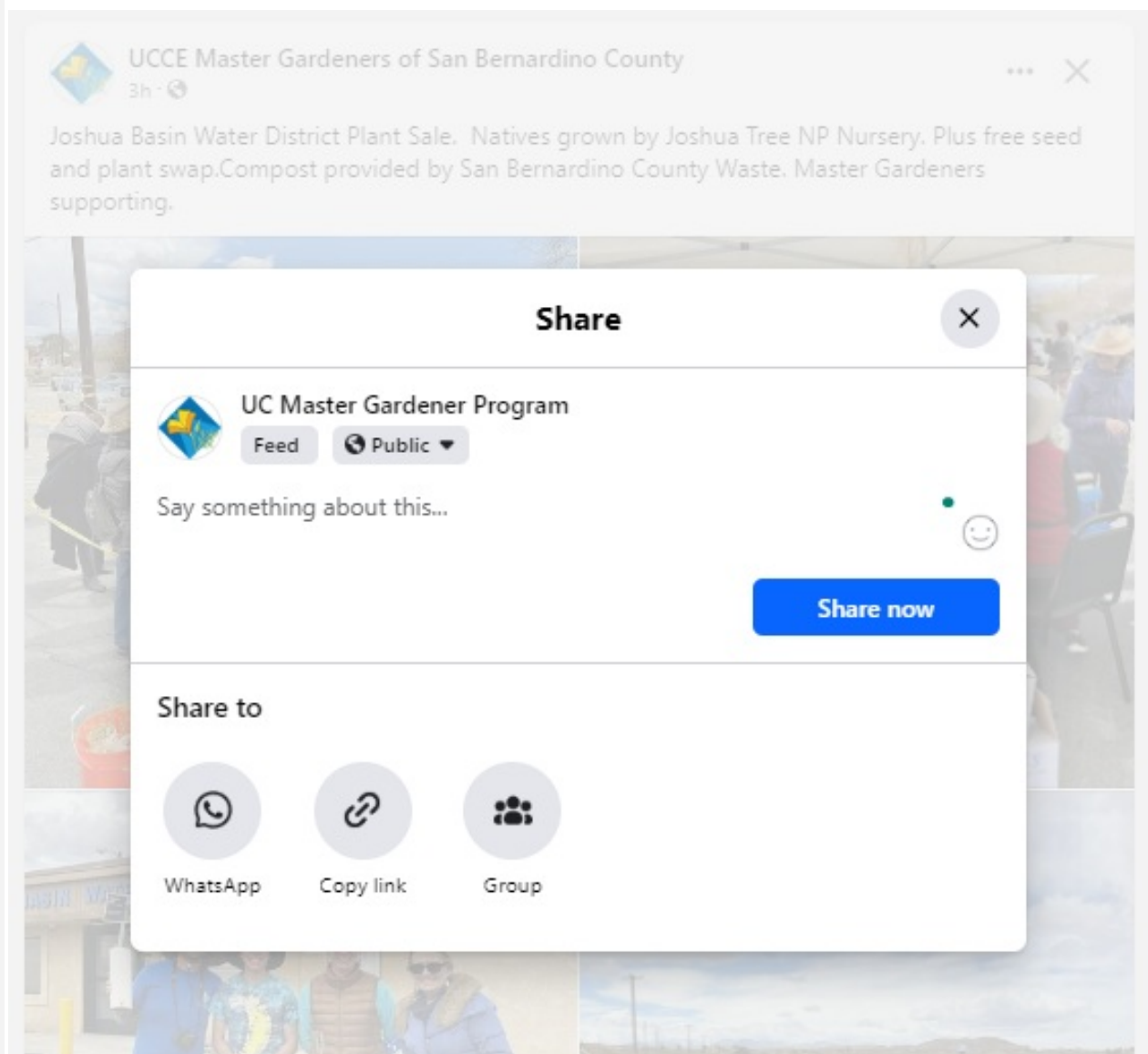
Sharing content is crucial for engaging your audience and expanding your reach. By sharing relevant and interesting content, you can keep your followers informed, entertained, and connected to your brand or cause. On Facebook, adding a message or copy when sharing content is essential because it provides context and encourages interaction. A personalized message can grab attention, spark conversation, and increase the likelihood of your post being seen and engaged with by your audience.

To share someone else's post on Facebook, simply locate the post you want to share on your News Feed. Then, click on the "Share" button below the post. Add a sentence or two for your audience in the box that says "Say something about this ..." to make the post more personalized to your audience, and then click "Post" to share it.

On Instagram, sharing content from other users is not as straightforward as on Facebook. You can only share posts to your Instagram Story, not directly to your feed. To share a post to your Story, tap the paper airplane icon below the post you want to share. Then, select "Add post to your story" from the menu that appears. You can customize the post with stickers, text, or drawings before sharing it to your Story.

We encourage counties to share each other's posts but it is so important to include a comment on the post. Your posts will get more engagement and reach more people!

If you have questions on how best to use Facebook or Instagram for sharing content or any other social media questions contact [Barbra Pushies](#).



Resources - Strategic Communications

Navigating the plethora of social media and marketing training options can be quite daunting. Wondering where to even begin? We recommend starting with the resources and training available through [UC ANR](#). Our Strategic Communications Team has curated a page filled with excellent training materials and resources that come highly recommended.

For more personalized guidance or assistance with a specific issue, feel free to pose your question in the UC ANR Collaborative Tools group for [Master Gardener Coordinators](#). It's likely that if you have a question, someone else is grappling with a similar inquiry!

You can also email the Statewide Communications Specialist directly if you need help or have questions | bpushies@ucanr.edu

Social Media Training

Short training videos

[Improving Video Discoverability on YouTube](#)

[Instagram Live](#)

[Facebook Live](#)

[Optimizing LinkedIn](#)



Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

- **UC ANR Giving Day: Creating Your Strategy For Success**

April 4, 2024 10:00 AM - 11:45 AM

Zoom link: <https://ucanr.zoom.us/j/95195577323>

- **Office Hours: UC Master Gardener Communications**

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/93698902316?pwd=cVpBVDJIS0JSTld1NytMUNYRzhKQT09>

- **Office Hours: Social Media**

Every Wednesday, 11 am -12 pm

Zoom link: ucanr.zoom.us/j/91408257262?pwd=dXI0a1RZbW5nR054OXcxYUVqckZtdz09

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Thanks for reading this month's issue! To submit questions, topic suggestions, or feedback, email Statewide Communications Specialist, Barbra Pushies at bpushies@ucanr.edu.

Our Mission

"To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California."



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