



Hello Melissa,,

We hope your gardens survived the brutal heat and that those in fire zones are staying safe. July has been a whirlwind. This month for Rooted we are focusing on content - what to post, when to post, and how to post it! There are many ways to deal with content strategy, we are keeping things as simple and easy as possible. Hopefully, this information will make managing your social media content a bit easier. Here's what you can find in this month's issue of Rooted in Marketing:

- September Content Inspirations
- Content Strategy
- Content Calendars
- Tips & Tricks - Scheduling Social Media
- Resources
- Upcoming Training

Thank you to everyone who filled out our Rooted in Marketing survey. It was so wonderful to get your feedback! We loved hearing the topics you are interested in, and we are happy to report that many of them are already in the works for future issues! We are leaving the survey open for one more month, so if you haven't already, [please click here to complete the short survey](#). Your feedback is extremely important to us. We want this newsletter to be as helpful as possible. Thank you!

Enjoy your summer! ☐

Melissa & Barbra

UC Master Gardener Program

Statewide Communications Team

Content Inspiration - September

Keep your content going with our [September Inspiration Guide](#). Remember, these are just inspirational ideas; these are not requirements. Pick and choose what works for you! If you have suggestions on items we should add to these one-sheets, please get in touch with Barbra Braaten | bbraaten@ucanr.edu

September Social Media Inspiration

Get inspiration for social media content for September



including prepping for our Fall Gardens, celebrating organic gardening, the importance of wildlife, and how much we love California!

[Download the September doc here.](#)



Creating a Winning Content Strategy for Social Media

Having a good plan for what you post on social media is crucial if you want to succeed. A well-thought-out content strategy helps you stay organized when creating and sharing content, ensuring everything you post is interesting and engaging. This keeps your audience excited and makes sure your content is seen more on search engines, helping you reach more people and meet your goals faster.

Defining your content strategy starts with setting clear goals for what you want to achieve, like getting more visitors to your website or more attendance at your classes. You can get very detailed when creating a content strategy by diving into your follower analytics and doing demographic research to find out who your audience is, what they like, and what problems they need help with. But let's be honest—we don't always have the time for that!

Our main goals with social media:

- **educate** our communities about gardening
- **inspire** people to start or continue gardening
- **promote** how to connect with us (through volunteering or attending an event)

By focusing our content on these three goals, we solidify our program as an expert in gardening through education, inspiring our communities on what is possible, and sharing the

variety of ways they can connect with their local program. You may also have specific goals for your county or special projects throughout the year, like fundraising or starting a new training class, but overall, keeping our content centered on **education, inspiration, and promotion** will build a strong social media presence.

Once you have defined your goals for social media, you can move forward to creating a content calendar. Plan the types of content you'll make, like blog posts, videos, or social media updates, and then decide how often you will post. By planning your content, you'll ensure it is consistent and interesting, helping you reach your goals effectively. Learn more about content calendars in our next story!

If you have questions or would like to develop a content strategy with more specific goals for your county please contact Barbra Braaten at bbraaten@ucanr.edu or join our weekly office hours.



Creating a Content Calendar

Now that we have a content strategy and know what types of content we would like to post on social media, it's time to create a content calendar. A content calendar is a guide for what to post and when. You can plan out as far as you want, though we recommend starting with 1 - 3 months at a time.

To create a content calendar, you can use whatever tools work for you, such as an online calendar, a spreadsheet, project management software (we use Trello), or just pen and paper. Do what works best for you.

Next, you need to look at your team of content creators and see how much you can really take on. Of course, it would be amazing if we all were posting multiple times a day with a variety of blogs, memes, and videos but that isn't realistic with the size of many of our programs. What's important is that whatever schedule you pick is one that you can be

consistent with. We recommend posting three times a week to start. Keep it simple!

With the vast array of content options for the "educate, inspire, and promote" buckets, it's easy to feel overwhelmed. However, creating a plan is the most effective way to ensure consistent content creation. Assigning specific content themes to the days you post can serve as a guiding inspiration. By implementing a content bucket strategy, you'll always have material to share, even during less eventful weeks.

For example, if you're posting three times a week, consider structuring your schedule like this:

Monday – Educational Content

- Share a how-to guide on current garden tasks.
- Provide information about a specific plant.
- Offer guidance on addressing common garden problems.

Wednesday – Inspirational Updates

- Showcase updates on the progress of ongoing community projects.
- Share photos from recent events and convey the enjoyment experienced.
- Display progress photos from current projects, such as "The fence just went up around our new demo garden! One step closer to sharing this space with you all!"

Friday – Promotional Messages

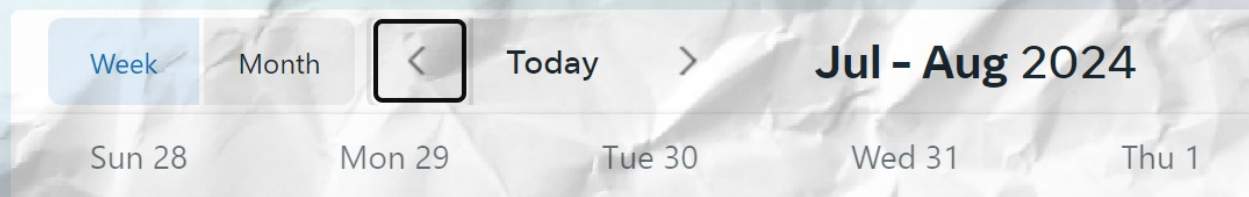
- Discuss how to access information about joining the upcoming training cohort.
- Advertise an upcoming class or event.
- Offer guidance on getting answers to garden-related questions

From there you can decide if you want the post to be a blog that you share, a short video, or text with accompanying pictures. You have many options. Deciding what bucket to post from each day helps take away some of the "I don't know what to post today!" feeling we all get when things get super busy. Use your content calendar in partnership with the content inspiration guide to build out your plan for the next month!

If you have any questions or would like to brainstorm content ideas for your county please contact Barbra Braaten at bbraaten@ucanr.edu or join our weekly office hours.

Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

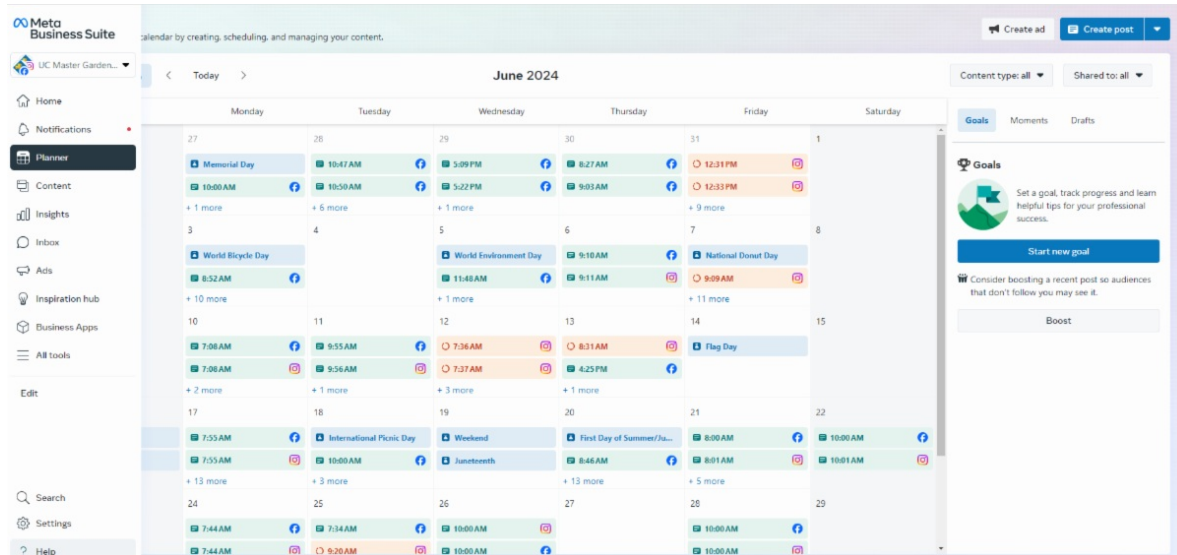


Tips & Tricks: Scheduling Your Social Media

You've made a content plan and know what you want to post about for the next month. Now you need to get all that content posted! One way to make posting easier is scheduling your

posts ahead of time. By scheduling you can create multiple content pieces, get them scheduled, and then focus on other items on your to-do list.

There are many 3rd party platforms to help manage social media scheduling, but most charge a fee. Thankfully you can schedule to Facebook and Instagram using the Meta Business Suite on Facebook. You will need to have Editor or Admin access to your Facebook page. Once on your page, you should see options for the Meta Business Suite on the left - click on Planner.



Once you click on Planner, you will get a calendar view. This will show you all the scheduled posts and what has previously been posted. It also shows you upcoming Holidays and specialty days (National Relaxation Day ... and other things like that), which can be very helpful when planning social media. Depending on your preference, you can pick between the week or month view.

To schedule a post, click "Create" in the top right corner. It defaults to a feed post, but clicking the arrow allows you to schedule to your stories.

- From here, you can create your post and can post to Facebook or Instagram, or both. You will want to enter all your copy for the post in the "Text" field and add your hashtags.
- Under Media, you can upload your photo/graphic/video (remember to add alt text). If posting to Instagram, a piece of media must be attached. If posting to Facebook only, you don't need media and can just include text or a link.

Scheduling options Set date and time ☒

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Instagram

☐ Boost Cancel Finish later Schedule

When you are happy with your post, you can choose to post now or schedule the post. To schedule, scroll down to "Scheduling Options" and toggle on "Set Date and Time". Set the date and time, click schedule and your post is ready to go.

You can schedule up to 29 days in advance. Set a reminder on your calendar at the end of the month to get things scheduled for the next month

Note on scheduling: there may be times when we do not want to have social media going out if there is a tragic or unprecedented event in the world. If there is a day when something has happened that will make your scheduled post inappropriate, please go in and cancel your scheduled post.

Scheduling is a vital tool for keeping our social media consistent and easy to manage. If you have any questions or need help getting access to your Meta Business Suite please contact Barbra Braaten at bbraaten@ucanr.edu or join our weekly office hours.

Newsletter Best Practices

Presented by - Barbra Braaten, Statewide Communication Specialist
July 16, 2024



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

UC Master Gardener Program

Resources - Newsletter Best Practices

Our Newsletter Best Practices Webinar was a huge success. If you couldn't make it or just want to rewatch to ensure you got all the info, you can check it out below. In the webinar, we covered:

- What is a newsletter
- Why newsletters are important
- Sign-up best practice
- Sending your newsletter
- Newsletter timing
- Newsletter Content
- Subject lines
- Layout & Design
- After hitting send

<https://www.youtube.com/watch?v=9uEOFPC2WvU>

If you have questions or need additional help, please contact Barbra Braaten at bbraaten@ucanr.edu or join our weekly office hours.

Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

- **UC Master Gardener Social Media Accessibility Webinar**
Tuesday, August 19th, 12 - 1 pm

Zoom link:

<https://ucanr.zoom.us/j/97769738618>

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

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/94197406576?pwd=DVS1ulSHgtonzsLAarPS8WnxR2TAic.1>

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Thanks for reading this month's issue! To submit questions, topic suggestions, or feedback, email Statewide Communications Specialist Barbra Braaten at bbraaten@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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