



Hello Melissa,

2024 is coming to an end, and things are getting a bit quieter online. The holidays are a busy season, and our social media feeds often see less engagement. But this slower period offers an opportunity to reflect on our communication successes and plan for an impactful 2025. Whether you're scheduling posts for the new year or brainstorming fresh content ideas, remember that even brief seasonal pauses help us return with renewed energy and creativity.

We are keeping Rooted small this month:

- January Content Inspirations - with NEW Additions!
- Volunteer Communicator Webinar Updates
- Holiday Messages
- Upcoming & Previous Training

Thank you for your dedication to sharing UC Master Gardener knowledge throughout 2024. Your communications work has helped countless community members discover the joys and benefits of sustainable gardening. We are so grateful for all of you and your hard work.

If you have any questions or need help with marketing, join our weekly office hours, ask questions in our private Facebook group, or email us. Our office will be closed Dec. 24 - Jan 2. The January issue of Rooted will go out on Jan. 6. Have a wonderful holiday season!

Happy Gardening! ☐

Melissa & Barbra

UC Master Gardener Program

Statewide Communications Team

Content Inspiration - January

We are adding additional resources to our Content Inspiration for 2025! In addition to the Content Inspiration Guide, you will find a sample Content Calendar! The Content Calendar is set up for posting three times a week to social media using the buckets: education, inspiration, and promotion. As always, this is just a suggestion! Please add or change the topic as needed. If you have questions, please email Barbra Braaten at bbraaten@ucanr.edu

January Social Media Inspiration

Find inspiration for your January social media content, celebrate



National Artichoke Month, National Bean Day, Houseplant Appreciation Day, and more! The new Content Calendar is also available. Enjoy!

- [Download the January Inspiration Guide here](#)
- [Download the January Content Calendar here](#)



Volunteer Communicator Webinar Update

We loved seeing so many of you at our recent [Volunteer Communicator Webinar](#) and hearing from those who watched the recording. During our discussion, several important questions that deserve a bit more detail came up. Let's dive into those topics:

About that non-discrimination language...

A few of you asked when to use [UC ANR's non-discrimination statement](#). Here's the scoop: you'll need it on brochures, pamphlets, manuals, and guidebooks, but not on one-page fliers. The language needs to be included in newsletters, but you can use the one-line statement, "The University of California Agriculture & Natural Resources (UC ANR) is an equal opportunity provider and employer."

Sharing on social media: what's OK?

There was some confusion about sharing third-party content. To keep things clear, [UC ANR policy](#) asks that we not advertise for external vendors or endorse specific products and services. This includes avoiding promotional posts for businesses, even if they're garden-related. We can share information from a credible source, though it is best to include one or

two lines of commentary on why you are sharing.

Copyright questions

Many of you wanted to know more about copyright guidelines. We've got some great resources to help:

- Check out the detailed [UC ANR Blog](#)
- Browse through [UC's copyright resources](#)

Moving beyond PDFs

Several of you asked about alternatives to sharing PDFs online. Here are some better options that keep our content accessible:

- Use an email platform (Constant Contact, MailChimp, etc.) for those newsletters
- Create blog posts or website pages for gardening information
- Share event details through your website and social media
- Save those PDFs for in-person handouts

Hopefully, this helps clarify some of the questions that came up during the webinar. If you have questions or concerns about anything else that was shared, please contact Barbra Braaten | bbraaten@ucanr.edu



Holiday Messages

The winter season brings multiple holidays and celebrations that matter deeply to different members of our community. As UC Master Gardeners, we want our social media presence to be welcoming to everyone.

Here are some thoughtful approaches to holiday posting:

Keep it garden-focused

Consider messages that connect holidays to gardening themes:

- "Wishing you bright winter days in the garden"
- "May your garden bring you joy this season"
- "Celebrating winter's gifts in our gardens"

Embrace inclusivity

If you mention specific holidays, consider acknowledging multiple celebrations. For example: "Whether you're decorating with poinsettias for Christmas, lighting candles for Hanukkah, or celebrating Kwanzaa, winter gardens bring communities together."

When in doubt, stay seasonal

It's always appropriate to focus on the season itself:

- "Celebrating winter gardens"
- "Wishing you peace and joy this season"
- "Happy winter solstice from our garden to yours"

Remember, our goal is to make everyone feel welcome while sharing our love of gardening. Simple, seasonal messages help us connect with all members of our diverse community.

Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

Office Hours: UC Master Gardener Communications

Every Tuesday, 11 am -12 pm

Zoom link:

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

Previous Recordings

Volunteer Communicator Orientation

<https://www.youtube.com/watch?v=XutHQatDGmg> (Oct. 2024)

Newsletter Best Practices

<https://youtu.be/9uEOFPc2WvU> (Jul. 2024)

Social Media Accessibility Guidelines

<https://youtu.be/d1XAnZCchYU> (Aug. 2024)

Rooted in Marketing Past Issues:

February (1st newsletter, general info) <https://conta.cc/42IUaxQ>

March (General tips) <https://conta.cc/3UzVpaH>

April (Media training, sharing social media posts & more) <https://conta.cc/42ZToqH>

May (UCANR Giving Day tips) <https://conta.cc/3JsyrvB>

June (Newsletters) <https://conta.cc/3yJIUS9>

July (Accessibility) <https://conta.cc/3VFiZ4M>

August (Content Strategy) <https://conta.cc/3LPxzIC>

September (Video) <https://conta.cc/47daWI6>

October (Graphic Design) <https://conta.cc/3N5WXnT>

November (Giving Tuesday) <https://conta.cc/4fkVPsw>

Private Facebook Group for UC Master Gardener Communicators

Join

Subscribe to get the monthly issues of "Rooted in Marketing"

Subscribe

Our Mission

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

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



