



Welcome to the first edition of the "Rooted in Marketing" Monthly Newsletter. This newsletter is designed to keep you informed and motivated in your marketing and communication endeavors. Here's what you can expect each month:

- Content inspiration guides
- Branding reminders
- Local successes and celebrations
- Quick tips: compact, actionable advice to enhance your marketing strategies
- Training resources

We trust that this newsletter will be more than just a routine update, but a valuable tool to boost your marketing efforts and keep you connected.

Thank you,

Melissa & Barbra

UC Master Gardener Program

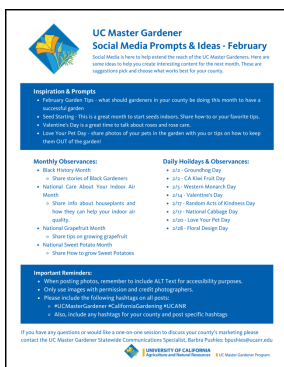
Statewide Communications Team

Content Inspiration - February & March

We get it, you have a lot on your plate and sometimes coming up with a new idea for a Facebook post is just too much. We are here to help! Each month we will provide you with a one-sheet of ideas for the following month's social media. You can use these ideas for content when you just can't think of what to post next. These one-sheets will have prompts about gardening, monthly observances (like National Volunteer Month in April), and a list of holidays. Some of the "holidays" are a bit silly but also a great opportunity to talk about the topic. Do we need a National Artichoke Day? Nope, but it's a great reason to share a guide on growing artichokes. If you already have a guide or blog post about artichokes, simply reshare it, and your content for March 16th will be complete. We have curated the holidays that make the most sense for us as gardeners but you can find many more on sites such as [National Today](#).

We want to get these inspiration documents to you a month in advance so you have a month to work on creating blogs or taking photos. So this month you get two, [February](#) and [March](#).

Remember these are just inspirational ideas, these are not requirements. Pick and choose what works for you! Have suggestions on items we should add to these one-sheets contact Barbra Pushies | bpushies@ucanr.edu



February Social Media Inspiration

Get inspiration for social media content for the month of February, including Black History Month, Love Your Pet Day, National Sweet Potato Month, and more!

[Download the February Doc here.](#)



March Social Media Inspiration

Get inspiration for social media content for the month of February, including the start of Spring, Women's History Month, Plant a Flower Day, National Nutrition Month, and more!

Download the March Doc [here](#).

Growing Our Brand: Maintaining Brand Uniformity

Consistency in branding is like tending to a well-kept garden—it ensures that our identity flourishes and remains recognizable! Whether you're designing a flyer, updating the website, or creating social media content, here are some key tips to help maintain brand uniformity:

- [Logo](#): Check to ensure you are using the most up-to-date version of the UC Master Gardener and UC ANR logo, and never alter its proportions or colors. Make sure it's placed prominently and consistently across all materials.
- [Color Palette](#): Our signature blue & gold, plus complementary colors not only reflect our values but also create a cohesive visual identity.
- [Fonts](#): Use the specified fonts for headings and body text. Consistent typography ensures that our messages are easily legible and consistent across various platforms.

Consistency not only reinforces our identity but also helps build trust with our audience.

When people encounter a familiar and unified brand, they're more likely to connect with and trust the UC Master Gardener Program. Interested in a review of your branding or materials?

Contact Melissa Womack | mgwomack@ucanr.edu



Local Successes and Celebrations

So much excellent content is being shared by all of you that we wanted to highlight some of our favorite recent posts.

On Facebook, we particularly appreciate the in-depth content from [UC Master Gardeners of Santa Clara County](#). These posts provide abundant information, feature clear and beautiful photos, and don't require the reader to take any specific action. They are simply a gift of knowledge, which is wonderful for their followers!



UC Master Gardeners of Santa Clara County

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Did You Know?

Not all bees live in hives.

There are 20,000 bee species in the world, 4,000 in the USA and 1600 in California.

Of those, only 10% are "social", meaning that they live together in large, well-organized family groups. Of those, only a small percentage construct hives. In North America, only the introduced European honey bee and bumble bees build hives and live in colonies.

The rest are solitary and live in individual nests tunneled into the soil, in hollow plant stems, or other natural cavities (such as under piles of wood or brush, or in abandoned rodent burrows).

There are many species of bumblebees and they are all native to North America. They do make honey but only in small quantities that they use to feed their babies. It's not enough for humans to harvest.

Bees are excellent pollinators so you can help these solitary bees by leaving some non mulched bare patches of soil for them next summer, so they can burrow for the winter.

Carpenter bees would benefit from tree stumps or untreated logs if you have space to leave a few for them to tunnel into for their nests.

Some native bees build nests in hollow stems. You can help them by leaving some stems longer when you're doing your pruning next autumn.

More info from the UC Berkeley Urban Bee Lab:

<http://www.helpabee.org/urban-bee-legends.html>

Ways to increase nesting habitat for native bees:

<https://xerces.org/.../5-ways-to-increase-nesting-habitat...>

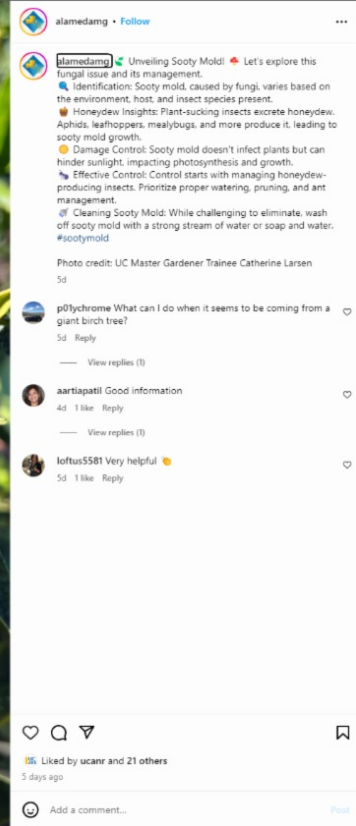
Photos: sweat bees on Horned Poppy (*Glaucium flavum*), spring growth showing its hollow stems that were left longer after fall pruning



  You and 172 others

7 comments 57 shares

On Instagram [UC Master Gardeners of Alameda County](#) also does a great job of sharing information. The graphic with the two different photos is clear and easy to understand, the copy of the post is a fun quick read with all the emojis, there is a credit for the photo, and no links in the post. (Links do not work in posts on Instagram, do not include them). It's a great informative Instagram post!



Tips & Tricks: Hashtags

Utilizing hashtags in our social media posts can greatly enhance visibility. They aid in attracting new followers and ensure our content appears in various searches. However, manually typing out regular hashtags can be time-consuming and challenging to remember.

The most efficient approach is to maintain a list of your standard hashtags on your phone or computer. When it's time to post, simply copy and paste the list, add any new post-specific hashtags, and then share! This method not only saves time but also eases the burden on your memory.

Here are some recommended hashtags for all posts: #UCMasterGardener #UCANR #CaliforniaGardening #Gardening

Additionally, including a hashtag for your county and one or two relevant to the post content is beneficial. When selecting hashtags, consider what people might search for. For instance, if you've relocated, you might search for the city or county along with the term "gardening" to connect with local gardeners. Keep your list concise, aiming for 3-5 hashtags for optimal effectiveness.

Create your own hashtag list and store it for effortless use in future posts!



#UCMasterGardener #UCANR #CaliforniaGardening #Bees #HappyBees
#Flowers #Polinators #SaveTheBees #GardeningIsLife

Resources

Recently, we hosted a UC Master Gardener Marketing Chat where we introduced our new Statewide Communication Specialist, Barbra Pushies. During the session, we discussed the future marketing goals of the UC Master Gardener's program, reviewed the findings from Barbra's recent overview of all the Facebook and Instagram accounts, shared quick tips for social media, and offered a sneak peek into some upcoming developments. If you weren't able to attend, you can [view the video recording on our YouTube channel](#).

New! Office hours, Tuesdays at 11 am

In the Marketing Chat, we announced new UC Master Gardener Communications Office Hours! You can pop onto [Zoom](#) every Tuesday between 11 am - 12 pm to ask questions or get help on your marketing and communications. A member from the communications team will be available to help. There is no agenda for this meeting, just open office hours. We hope to see you there soon.

Stay tuned for more Marketing Chats on various topics in the near future!

Facebook and Instagram Overview

What I Learned!



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources UC Master Gardener Program

Poll

What would you like to see covered in future "Rooted in Marketing" newsletters?

Instagram Best Practices

Facebook Best Practices

Flyer Design

Social Media Graphics

Content Planning

Video Tips

Upcoming Marketing Training & Events:

Web: mgcoord.ucanr.edu/Events

- **Media Training: Make headlines for UC Master Gardeners**
Tues., Feb. 27, 2-3:30 pm

Registration link: surveys.ucanr.edu/survey.cfm?surveynumber=41966

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

Every Tuesday, 11 am -12 pm

Zoom link:

<https://ucanr.zoom.us/j/93698902316?pwd=cVpBVDJIS0JSTld1NytmUXNYRzhKQT09>

- **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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