



Hello Melissa,

Starting fresh and thinking ahead - that's what January is all about! As we dust off our garden tools and open our calendars to a new year, this issue of Rooted is packed with ideas to help you shine a brighter light on your amazing programs in 2025.

Here's what else you can find in this month's issue of Rooted in Marketing:

- February content inspirations
- Work smarter, not harder: 2024 content goldmine
- Policy reminders
- AI in marketing
- Canva resources
- Resources - connecting to other communicators
- Upcoming & previous training

If you have any questions or need help with your marketing, join our weekly office hours, ask questions in our private Facebook group, or email us. We are here to support you!

Happy Gardening! ☐

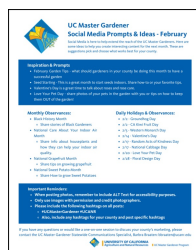
**Melissa & Barbra**

UC Master Gardener Program

Statewide Communications Team

## Content Inspiration - February

Here is your Content Inspiration and Content Calendar for February. The Content Calendar is set up for posting three times a week to social media using the buckets: education, inspiration, and promotion. As always, both of these documents are just suggestions! Please add or change the topic as needed. If you have questions, please email Barbra Braaten at [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)



## February Social Media Inspiration

Find inspiration for your February social media content, celebrate Black History Month, Western Monarch Day, Love Your Pet Day, and more

- [Download the February Inspiration Guide here](#)



**FEBRUARY 2025**

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- [Download the February Content Calendar here](#)



## Work Smarter, Not Harder: Your 2024 Content Goldmine

As UC Master Gardeners, we know that gardening follows nature's reliable rhythms – spring pruning, summer harvesting, and fall cleanup. Like these cyclical garden tasks, our gardening content can be sustainably recycled and refreshed year after year.

### Why reuse or recycle content?

Your carefully crafted posts about rose pruning techniques or composting basics remain valuable because these fundamental gardening principles don't change. Reusing content saves time and ensures your proven, accurate information reaches new audiences who may have missed it the first time.

### Smart ways to refresh your content:

- **Update with current data**
  - Add this year's frost dates or rainfall patterns
  - Include new plant varieties that have performed well in your region
  - Reference recent local weather events or gardening challenges
- **Add fresh perspectives**
  - Include new photos from your garden or community projects
  - Share recent success stories from local gardeners
  - Add tips learned from the previous growing season
- **Enhance existing information**
  - Expand on specific techniques that generated questions
  - Include answers to common questions received on the original post
  - Add relevant links to newer related content
- **Repackage the same information**
  - Transform a long post into a series of shorter tips
  - Create an infographic from a text-heavy article
  - Turn written instructions into a checklist or calendar
  - Highlight different aspects of the same topic (e.g., turn a general tomato growing guide into specific posts about disease prevention, variety selection, or container growing)

Remember, many of your followers are new gardeners encountering this information for the first time, while experienced gardeners often appreciate reminders as each growing season approaches. By thoughtfully reusing and refreshing your content, you're not just saving time – you're ensuring your valuable gardening knowledge continues to grow and flourish in your community.



## Policy Reminders

As we enter the New Year, we wanted to remind everyone of some very important policies.

### Copyright

- When sharing photos, please ensure you have permission to use photos and give the photographer credit. This is not something we do just to be nice to the photographer. This is a legal requirement. There can be significant fines for using someone's content without permission. To learn more about copyright, please watch the [Volunteer Communicator Orientation](#) Webinar.
- Volunteers do not need to sign a release for any work they create. Volunteers maintain copyright ownership of their work while granting UC a non-exclusive license to use in the future.
- When sharing content from another UC Master Gardener Program, please make sure to credit their work.

### Disclaimer

- The [nondiscrimination statement](#) must be added to all brochures, pamphlets, manuals, and guidebooks, but not on one-page fliers. In addition, the statement needs to be included on:
  - All newsletters - internal and external
  - In the "About Us" section on all social media accounts.

If you have any questions or need further clarification, please contact Barbra Braaten | [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)

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## New Year Audit

The start of a new year is the perfect time to give your social media platforms and newsletter templates some love and attention! Even if you think everything's up to date, we encourage you to take a fresh look – you might be surprised what needs a quick update (we certainly were when we did our review.)

Think of this as your New Year's refresh – a chance to make sure your online presence is

sparkling and ready for an amazing year ahead!

## Facebook

- Profile Name: Double-check that your program name is ... "UC Master Gardeners of [Your] County"
- Profile Picture: Verify you're using the current UC Master Gardener logo
- Header Image: Check that it's high-resolution and consider refreshing it for the new year
- About Section:
  - Verify all contact information is accurate and current
  - Confirm the one-line disclaimer statement is present
  - Review your county-specific description to ensure it accurately reflects your local programs and activities
  - Update all website and social media platform links

## Instagram

- Display Name: Double-check that your program name is ... "UC Master Gardeners of [Your] County"
- Profile Picture: Confirm use of the current UC Master Gardener logo
- Bio Section:
  - Verify contact information accuracy
  - Review and update your county-specific description
  - Update your links(maximum 5 links) to include current website and social media platforms
  - If using Linktree for additional links, go through and delete older links that are no longer active

## YouTube

- Channel Name: Double-check that your program name is ... "UC Master Gardeners of [Your] County"
- Profile Picture: Verify use of the current UC Master Gardener logo
- Banner Image: Ensure high-resolution quality and consider refreshing for the new year
- About Section:
  - Confirm contact information accuracy
  - Verify presence of the one-line disclaimer statement
  - Review county-specific description
  - Update all external links
  - Review and organize channel playlists

## Newsletters (Constant Contact specific)

- Update any logos in your header or footer.
- Make sure the contact information at the bottom of your email is correct.
- Include the nondiscrimination statement - we put ours at the bottom of our email.
- Update "From Address" to include your county name.
- Update links to your website and social media platforms.

## Additional Recommendations:

- Document all login credentials and update them if necessary
- Review account administrators and remove outdated access
- Check that all brand guidelines are consistently applied
- Create a content calendar for the new year
- Review analytics to inform future content strategy

If you have any questions or need help updating your accounts, please contact Barbra Braaten | [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)

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## Resources - Connecting to Other Communicators

Did you know we have a dedicated space just for UC Master Gardener communicators to connect, share ideas, and support each other? Our private Facebook group, [UC Master Gardener Program - Social Media Network](#), is your go-to hub for all things social media and communications – but it only thrives when we all participate!

Whether you're looking for content inspiration, need help troubleshooting a technical issue, or want to share your latest success story, this is **your** space. Have you created a post that really resonated with your audience? Share it! Struggling with Instagram Reels? Ask away! Notice another county used your photo without credit? The group is the perfect place to reach out and connect.

Think of this group as your virtual water cooler – a friendly space where you can:

- Get quick answers to your social media questions
- Share what's working (and what isn't) in your communications
- Find inspiration from other counties' successful posts
- Network with fellow communicators who understand your challenges
- Stay updated on the latest social media trends and best practices
- Coordinate with other counties on shared content and campaigns

Your experiences and questions are valuable to the whole community. Even if you think something might be basic or obvious, chances are someone else has the same question! The more we share and engage, the stronger our network becomes.

Don't let those questions or ideas stay stuck in your drafts – hop into the group and start a conversation today. We're better together! ☐☐

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## Upcoming Marketing Training & Events:

Web: [mgcoord.ucanr.edu/Events](https://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** (1<sup>st</sup> 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>

**December** (Year End) <https://conta.cc/3Z1X9tN>

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### Private Facebook Group for UC Master Gardener Communicators

Join

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

Subscribe

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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](mailto: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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UC Master Gardener Program | 2801 2nd Street | Davis, CA 95618 US

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