



Hello Melissa,

Summer is almost here, though it may already be feeling like summer for a lot of us! Our gardens are busy and will need help to battle the heat soon. With so much happening, there is never a lack of content for our marketing channels. But we are here to help keep you inspired! In this issue of Rooted in Marketing, you will find:

- July content inspirations
- Pollinator Week
- Newsletter Best Practices
- Tips & Tricks - Getting more out of your Newsletter
- Resources - Newsletter Platforms
- Upcoming Trainings

We love seeing all the fantastic content you are putting out. Thank you for all the hard work you put in to help promote the UC Master Gardeners!

*Thank you,*

**Melissa & Barbra**

UC Master Gardener Program

*Statewide Communications Team*

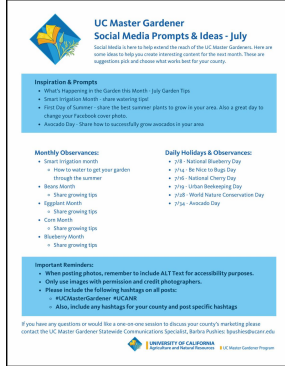
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## Content Inspiration - July

Things will be heating up in July. Keep your content going with some of the ideas from our [July 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 contact Barbra Braaten | [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)

## July Social Media Inspiration

Get inspiration for social media content for July, including



Smart Irrigation Month, Beans Month, National Blueberry Day, and Avocado Day.

[Download the July doc here.](#)



## Pollinator Week

It's time to celebrate pollinators! National Pollinator Week is June 17-23 and is the perfect time to spotlight UC Master Gardener pollinator projects, the importance of pollinator-friendly plants, and why pollinators are so important to our world. To help make your Pollinator Week promotion a bit easier, we have a new [Pollinator Week Toolkit](#). In the toolkit, you will find images, premade graphics, links to templates in Canva, impact data, and lots more. The toolkit is hosted in BOX, please check it out and use it to make your #PollinatorWeek promotions a bit easier.

If you have any issues accessing the files or need assistance with the Canva templates, please contact Barbra Braaten at [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)



## Newsletter Best Practices

Newsletters are vital to our marketing and communications. 92% of online adults use email, with 61% using it on an average day. Newsletters are a great way to reach people in your community who may not use social media or use it sparingly. To ensure a successful newsletter strategy, we are going to share some email newsletter best practices.

- **Consistency**—Sending your newsletter regularly helps build trust with your followers. Whatever schedule you pick—we suggest monthly—stick to it even if you don't have a ton to share that month. Having a schedule will also make it easier to plan your content.
- **Content**—Including quality content is essential. Content should combine educational information with event promotions. One of the best ways to share educational content is to link to a recent blog. In the newsletter, you can include a small blurb about what the blog covers and why it will be helpful to your readers, then include a link for them to learn more.
- **Avoid PDFs and Flyers as Newsletters** —Instead of sending newsletters as PDFs or flyers, opt for a well-formatted HTML email (see Resources - Newsletter Platforms section below for more info). This ensures better readability on various devices, improved accessibility, and a higher likelihood of engagement.
- **Format**—Newsletters need to be easy to read with clear images. We get a lot of emails these days, so you want to keep what you are sending out simple so it's easy to read. Fonts size should be around 14pt for the body and 18pt for the headings, you don't need to go much bigger. Make sure the text is easy to read and has enough contrast with the background color. Using different background colors can be fun, but can make it very challenging to read. We recommend black text on a white background and incorporating color through your images.
- **Images**—Using images in our newsletters helps bring them to life! Make sure that your images are clear and formatted for your email platform. Gardening is such a beautiful activity share those images and inspire your readers.
- **Accessibility**—In addition to making sure there is enough contrast between your font and background color, it is also important to make sure to put ALT text on all your images. Many people are using screen readers, and ALT text is necessary for newsletters to work with assistive devices.

To help you get more out of your newsletters we will be holding a newsletter workshop on July 16 at 10 am. We will be going over more information on successful strategies for newsletters. We hope you can join us! If you would like to go over your county's specific newsletter strategy, please contact [Barbra Braaten](#) to set up a one-on-one meeting.

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## Tips & Tricks: Getting More Out of Your Newsletter

Ok, you've sent out a fantastic newsletter, but now what? Turn that newsletter into social media content! The first thing you should do after sending out your newsletter is post a link to social media and invite people to subscribe. Share your hard work and grow that email list.

If you are writing your newsletter monthly, which we recommend, your newsletter will have some educational content and information about the events happening throughout that month. Take that content and turn it into bite-size pieces to share throughout the month. Let's say you wrote a blog on gardening tips for that month and shared it in your newsletter. You can pull a picture from the article and share it on social media a few days later. Repurposing the content from your newsletter is a great way to have content throughout the month. Getting your content to do double duty saves you so much time.

Don't worry if you will have people seeing the same thing multiple times. Audiences vary from platform to platform, and people who get the newsletter may only have a chance to read some of it. They will appreciate reminders on social media.

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## Resources - Newsletter Platforms

There are many different ways to send an email newsletter. We recommend using an email platform like [Constant Contact](#) or [Mailchimp](#). These programs make designing your emails easy, allow you to have lists of subscribers in different groups, and make it easy for people to unsubscribe, which is required by law. These email programs usually have a free version up to a particular list size, and then a fee. Using these platforms also helps make your newsletters accessible.

Accessibility is the main reason we recommend an email platform over creating a PDF newsletter and mailing out a link. Doing a PDF newsletter is very challenging for readers for many reasons. PDFs are inherently inaccessible to web users who are visually impaired or blind. The PDFs can become corrupt and not open, or the reader may need a PDF reader they don't have. Using an email newsletter platform will make your email newsletter much more accessible, easier to manage, and easier for your readers to enjoy.

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## Upcoming Marketing Training & Events:

Web: [mgcoord.ucanr.edu/Events](http://mgcoord.ucanr.edu/Events)

- **UC Master Gardener Newsletter Workshop**

Tuesday, July 16, 10 - 11 am

Zoom link:

<https://ucanr.zoom.us/j/98738732263?pwd=NWthZm55S3QrRGdoSDIJYndDbVVvsQT09>

- **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](https://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 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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