



Welcome back for the 2nd issue of Rooted In Marketing! We are so grateful for all the wonderful feedback from our first issue. This newsletter is for you, so keep that feedback coming! In this issue you will find:

- Content inspiration for April
- Policy reminders - Email Addresses
- Branding - Graduation Certificates
- Local successes and celebrations
- Quick tips: Video Tips

We are thrilled to announce that as of March 1, the statewide UC Master Gardener Program is on Instagram! Make sure to follow us at [@UCMasterGardeners](https://www.instagram.com/UCMasterGardeners) and share our content as much as you would like. Tag us in your posts so we can share them in our stories!

Thank you again for all your feedback. Let us know what you think of this issue and if there is anything you would like to see in the future!

*Thank you,*

**Melissa & Barbra**

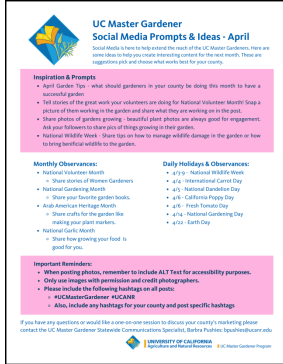
UC Master Gardener Program

*Statewide Communications Team*

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## Content Inspiration - April

Below is the content inspiration for April. We are doing these a month ahead of time so you have the time to get the content created or scheduled. If you missed the first issue of Rooted in Marketing you can find the [March Inspiration Guide there](#). 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 Pushies | [bpushies@ucanr.edu](mailto:bpushies@ucanr.edu)



Get inspiration for social media content for the month of April including National Garden Month, National Volunteer Appreciation Month, California Poppy Day, and more.

[Download the April Doc here.](#)

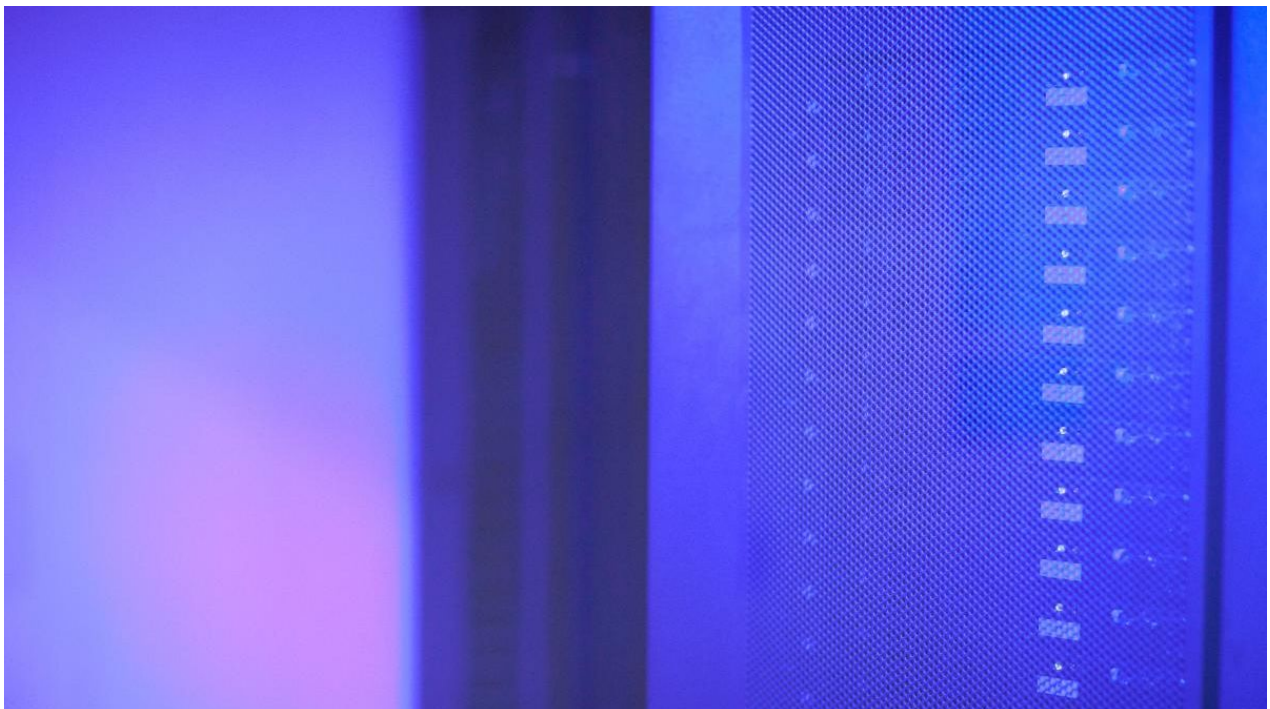
## Branding: Email & Website Addresses

Having a unified online presence is crucial to establish credibility, professionalism, and trust with our audience. Reflecting on our journey, 15+ years ago, UC Agriculture and Natural Resources (UC ANR) relied heavily on UC Davis resources for its website and email infrastructure. Fast forward to today, and UC ANR now fully supports all of its programs with the ucanr.edu website and email addresses. **All programs should be using ucanr.edu email addresses and website URLs for public-facing communications.** While this has been an established practice for many years, we understand that some may not have implemented this recommendation.

### Here are some easy steps to get you started:

- Using a third-party email service (ie: Gmail, Hotmail)? Submit an IT ticket to have a generic program email created for your program.
- Have an old ucdavis.edu address or URL? Submit an IT ticket and the team will assist you in re-routing it to a ucanr.edu address.

Let's come together to elevate our brand and amplify our program impact!



## Celebrate with Branded Graduation Certificates

Certificates of Completion for graduating UC Master Gardener volunteers are available for

download on the UC Master Gardener Coordinator website. These beautifully designed certificates serve as an acknowledgment of their commitment to their horticultural and volunteer education. Here's how to access the certificates:



- Visit [mgcoord.ucanr.edu/Marketing/Templates](http://mgcoord.ucanr.edu/Marketing/Templates)
- Navigate to the "Marketing" section
- Find the "Templates" tab
- Download the certificate template (PowerPoint) and font (Rouge\_Script)
- Customize with the recipient's name, date, and any additional details
- Print and distribute!

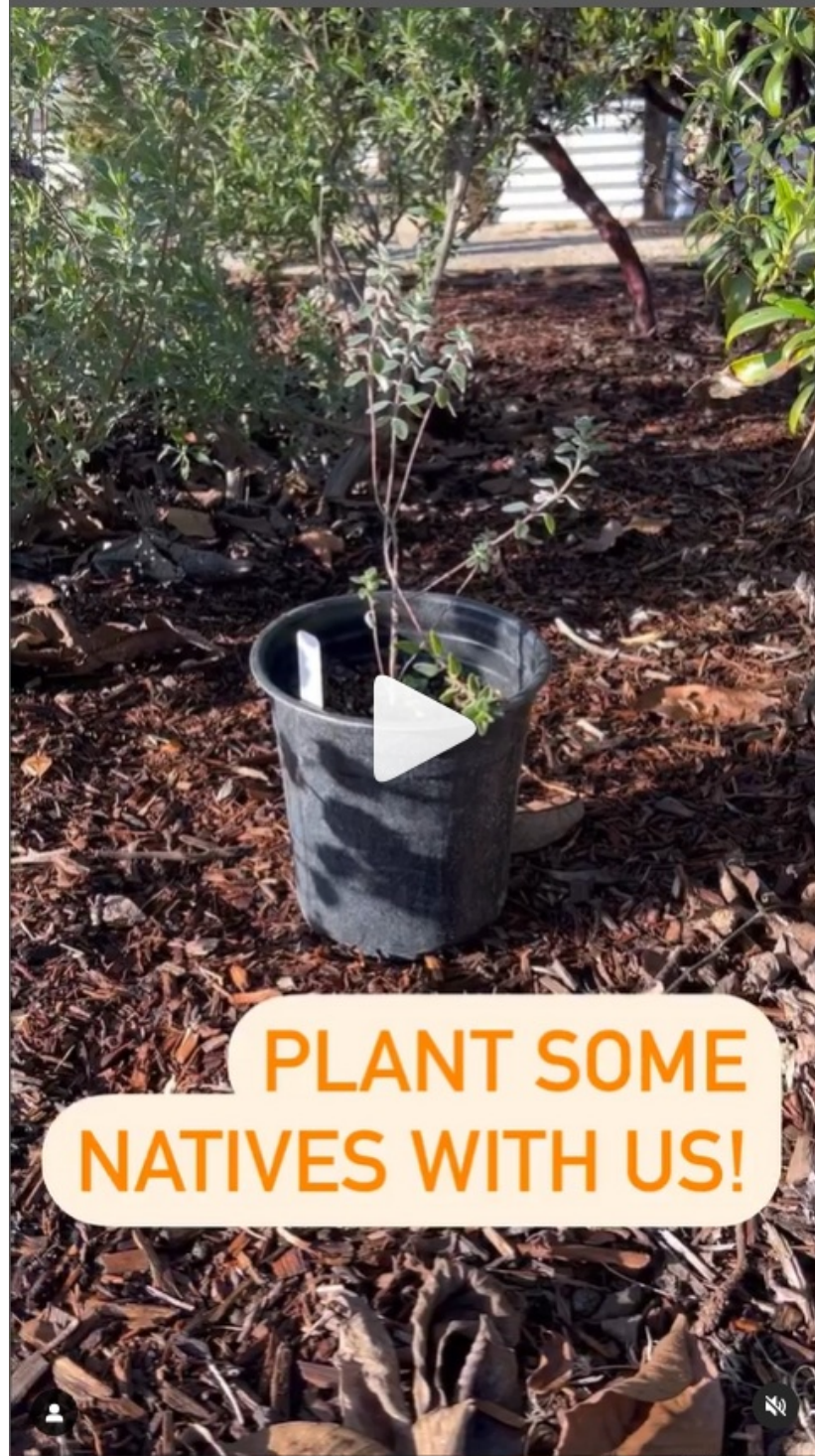
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## Local Successes and Celebrations

Creating good videos for social media can be challenging. We are so impressed with these videos from some of our counties. Continue reading below for even more video tips!

We love this reel from [UC Master Gardeners of San Luis Obispo](#). It gives simple instructions in the pop-up text with video clips that coincide with the instructions. It moves quickly, shows the entire process from start to finish, and has fun upbeat music. This is a delight to watch and informative!





Another great video is from the [UC Master Gardeners of Stanislaus County](#). This video is so lovely and so simple. It shares fabulous pollinator plants through clips of them blowing in the breeze. It's much more dynamic than sharing a still photo. The frame on top with the plant names makes it clear what the plants are. It gets the information across while being beautiful.



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### Tips & Tricks: Video

Video content plays a crucial role in modern digital marketing strategies. With the rise of mobile device usage and shorter attention spans, quick videos have become essential for engaging with social media followers. Here are some tips to help you get started with creating videos:

- **Go vertical for social media videos.** Most people view social media on their mobile devices and vertical or portrait-style videos are best on mobile devices.
- **Keep it short, snappy, and fun.** Short videos lasting 60 to 90 seconds are perfect for platforms like Instagram and Facebook Reels. You can easily film these videos using your phone.



- **Use various shots for a dynamic and interesting video .** Incorporate wide, mid-range, and close-up shots to offer different perspectives and keep your video visually engaging. Editing tools like CapCut can help simplify the editing process.
- **Add text and graphics for clarity.** Including text and graphics can help enhance understanding and add a fun touch to your videos. See the video from UCANR below as an example. You can use platforms like Canva that provide templates and tools to assist with this.
- **Tease longer content with short videos on social media .** After filming a longer video for YouTube, take a few extra minutes to capture a teaser video by rotating the camera 90 degrees. Later, you can share this teaser on social media along with a link to the full-length video.

Ultimately, creating videos is a powerful tool for expanding your reach and sharing knowledge with a wider audience. If you have any specific questions about video creation, feel free to join our Office Hours or reach out to schedule one-on-one time with Barbra at [bpushies@ucanr.edu](mailto:bpushies@ucanr.edu). Remember, video content should be both enjoyable and effective in delivering your message.



## Resources - Office Hours

Are you in need of a second opinion on your marketing campaign? Do you have questions about the best way to create a content plan? Or perhaps you're wondering if your social media graphic is on brand? You can get answers to all these questions and more during our UC Master Gardener Communication Office Hours. Every Tuesday from 11 am-12 pm, Melissa and Barbra are available on Zoom to help answer your questions, offer advice and brainstorm ideas with you. They're here to help!

Every week on Tue, 11:00 AM Pacific Time

Join Zoom Meeting:

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

If you can't make it to our Office Hours, please contact Barbra Pushies to schedule a one-on-one session. [bpushies@ucanr.edu](mailto:bpushies@ucanr.edu)

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## Upcoming Marketing Training & Events:

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

- **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](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 Pushies at [bpushies@ucanr.edu](mailto: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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