



Hello Melissa,

We are dreaming of fall gardens and cooler weather. Summer will leave us soon, and we can start to enjoy the coziness of fall. This month, we are focusing on video for social media! Video is one of the most requested topics for help and resources. We are covering some basics this month to help get you headed in the right direction. Here's what you can find in this month's issue of Rooted in Marketing:

- October content inspirations
- The power of video
- How to create a simple video
- Tips & tricks - editing
- Local successes
- Resources
- Upcoming training

Did you know we have a Facebook group specifically for UC Master Gardener Communicators? It is a private group where you can ask questions, share ideas, and connect with other communicators. [Join the group here.](#) We just posted a new thread for everyone to introduce themselves and share how they support their county's communication efforts. Join, and say hello!

*Happy Gardening!* ☐

**Melissa & Barbra**

UC Master Gardener Program

*Statewide Communications Team*

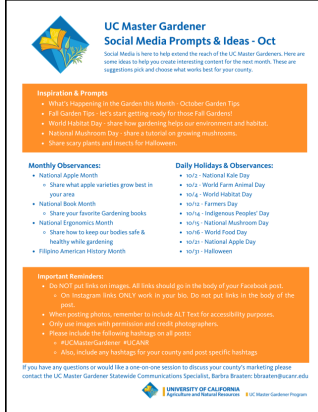
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## Content Inspiration - October

It's time for the [October 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 email Barbra Braaten at [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)

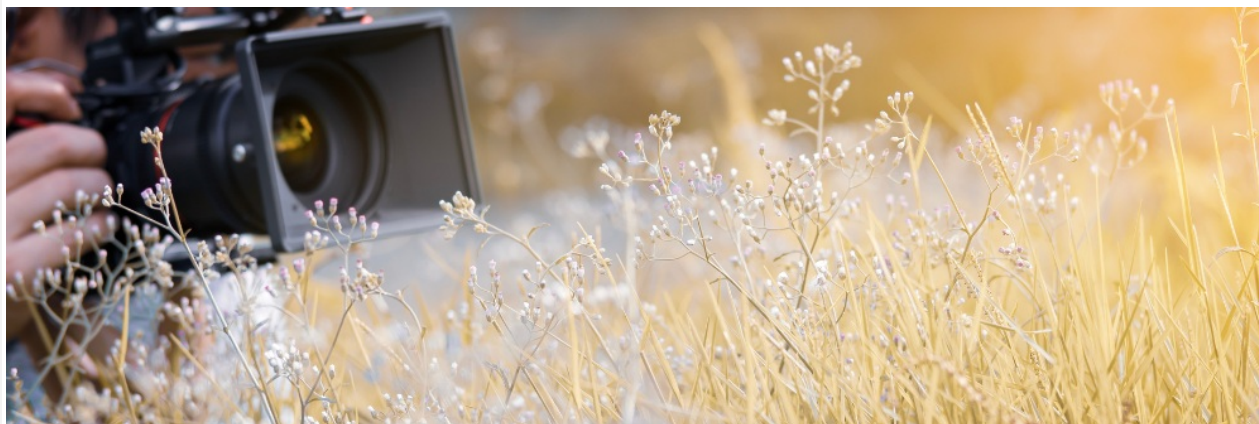
## October Social Media Inspiration

Find inspiration for your October social media content, from prepping fall gardens to celebrating the autumn season,



sharing our love for apple growing, and more!

[Download the September doc here.](#)



## The Power of Video

Social media is a powerful tool for spreading knowledge, and video makes it even more effective. Video on social media can grab attention, make information memorable, and connect with a broader audience.

Videos are shared 1,200% more than text and images combined, which means more people will see and share UC Master Gardener content. Plus, viewers remember 95% of a message when they watch it in a video, compared to just 10% with text—crucial for learning gardening techniques. With social media users watching an average of 19 hours of video each week, UC Master Gardeners have a huge opportunity to reach and inspire more people.

The great news is that video doesn't need to be complicated. A short, simple video can be powerful, whether it's a quick tip, a brief demonstration, or a tour of a garden project. Even the most basic videos can have a significant impact.

Short-format videos, like Reels (on Instagram) and Stories (on Facebook) are especially powerful because they can reach people outside your usual followers. This is key to growing your audience and spreading gardening knowledge even further.

In short, video is a simple yet powerful way to educate, connect, and grow the gardening community. So why not give it a try? You don't need fancy equipment or hours of editing—grab your phone and start sharing your gardening wisdom with the world! Keep reading for information on how to get started.



## How to Create a Simple Video for Social Media

Making a video for social media might seem intimidating, but it doesn't have to be! You can create a short and compelling video with only a smartphone and some planning. Here's how:

**Plan your video.** Before filming, take a moment to make a video plan. Think about the message you want to convey ... is it a quick gardening tip, a step-by-step demonstration, or a garden tour? Outline key points and consider the order you'll present them. This keeps your video focused and ensures you don't forget anything important. Decide on the length of your video, typically 1-2 minutes long. Shorter videos keep viewers engaged and make your content easier to digest.

**Shoot in portrait mode.** When filming for social media, shoot in portrait mode (vertical) rather than landscape (horizontal). Most social media platforms, especially Instagram "Reels" and Facebook "Stories," are designed for vertical video format. Holding your phone upright will ensure your video displays correctly and fills the screen. 70% of social media videos are viewed on a phone, so shooting them in portrait mode is essential.

**Use your smartphone.** A smartphone is all you need to make a great video. Hold it steady while filming, or prop it on a stable surface to avoid shaky footage. Make sure you're in a well-lit area so that viewers can see everything clearly—natural light is best, so try filming outside or near a window.

**Keep it simple and authentic.** When filming, don't worry about making everything perfect. Speak clearly and be yourself—your authenticity will resonate with your audience. If you make a mistake, it's okay! You can either keep going or do another take.

**Add a personal touch.** Don't be afraid to be yourself! Your enthusiasm for gardening is what will make your video stand out. Share a favorite tip, highlight a success story, or show the joy you get from gardening. Your passion will engage viewers and make your video more relatable.

**Edit your video.** Once you've finished filming, take a few minutes to edit your video. Most smartphones have simple editing tools that let you trim the beginning or end of your footage, remove mistakes, or add text and captions. If you're new to editing, start with the basics: trim your video to remove unnecessary parts and ensure your key message comes across clearly. Try CapCut for an easy-to-use editing app.

**Share your video.** Once you're happy with your video, it's time to share it on social media.

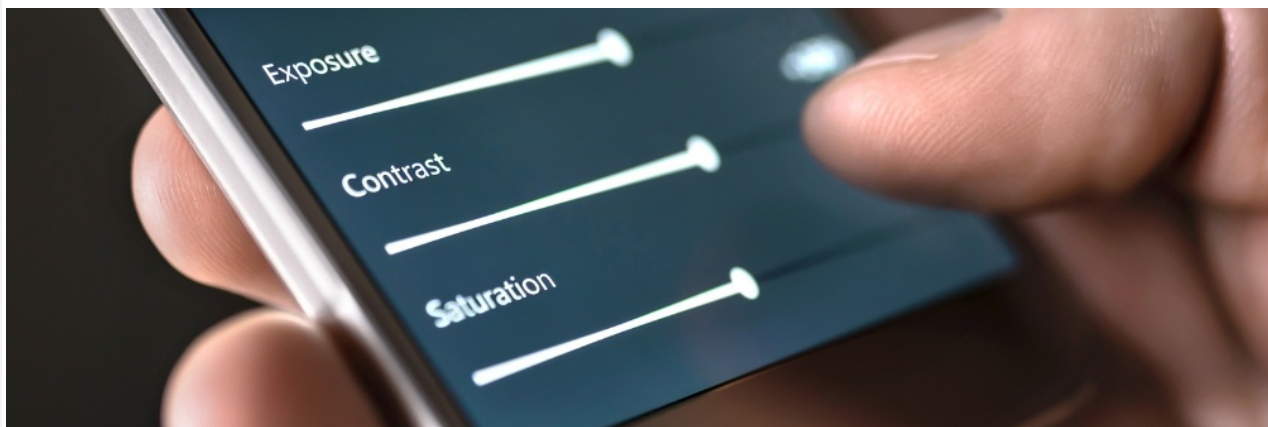


Upload it to platforms like Instagram, Facebook, or YouTube Shorts. Add a caption explaining your video, including relevant hashtags like your county name or #UCMasterGardeners to help reach a wider audience.

**Celebrate your success.** Congratulations—you've made and shared your first video! It will get easier and more enjoyable every time. By sharing your knowledge, you're helping to grow a community of gardeners who can learn from your experience and reach new potential gardeners.

Creating videos doesn't have to be complicated. With some planning and simple editing, you can produce effective and engaging content. So, grab your phone, hit record, and start sharing your gardening wisdom!

If you would like help planning videos for your county or have questions about making videos, please contact Barbra Braaten | [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)



## Tips & Tricks: Editing

Editing videos is where the magic happens. It's the step that turns raw footage into a polished piece ready for social media. Here are some simple editing techniques to help you enhance your video and the tools to get the job done.

**Trim the fluff.** An essential editing technique is trimming your video. Remove unnecessary parts at the beginning or end, and cut out sections that don't add value. This keeps your video concise and engaging. You can easily trim your video using tools like your smartphone's built-in editor or [CapCut](#), a free app perfect for quick edits.

**Add text and titles.** Adding text or titles helps highlight key points, introduces segments, or provides additional context. Use clear, simple fonts and keep the text brief. CapCut and Adobe Premiere Rush offer easy ways to add text to your videos.

**Incorporate music.** Music sets the tone for videos and makes them more engaging. Choose background music that complements your content but doesn't overpower your voice. We have access to music resources through the [Universal Production Music Library](#). Anyone who produces videos for the program can search for [music online here](#). If you have a music file request, complete the [online survey](#).

**Use transitions sparingly.** Transitions can help smooth the flow between different parts of

your video, but it's important not to overdo it. Simple cuts or fades work best for most social media videos.

### Tools to make it happen:

- Smartphone's Built-In Editor: Great for basic trimming and adjustments.
- [CapCut](#): Ideal for quick, easy edits on your phone.
- [Adobe Premiere Rush](#): Offers more advanced features for those looking to take their editing a step further.

Focusing on simple editing techniques allows you to take your social media videos from good to great. Whether you're using CapCut, your phone, or Adobe, these tools will help you create videos that are polished, professional, and ready to share with the world.



## Local Successes

Many of our county programs are already doing fantastic video work. We want to spotlight a few short-format for inspiration! (For examples of long-format videos, visit the statewide [YouTube channel](#), where we have playlists of videos from across the state.)

### Sonoma County "[Managing Squash Bugs](#)"

We love how simple and short the video is, but it still gives a great tip on dealing with pesky squash bugs. Videos don't need to be overly produced. Asking a question to another gardener and having them give a simple and short response is perfect. You get to share the info; in this case, no one was even on camera!



### San Luis Obispo "[Peach Leaf Curl](#)"

This video is a beautiful example of doing a teaser video for a longer YouTube video. Here, they give one tip and then tell viewers they can



learn more on YouTube. Sharing YouTube videos directly on Instagram doesn't work, and this is a fantastic way to let people know you have a new YouTube video!

### Stanislaus "[Tomato Problems](#)"

You don't always have to film something to make a video. This excellent series of videos on tomatoes included only photos and text on the screen. Using text over photos is a great way to share info. You could tie it to a blog for people to learn more. Doing a series is fantastic; it gives you content for multiple days!



### Imperial "[Grand Opening Invite](#)"

As seen in this event invite, adding simple text to your video can be very helpful. It's simple but gives the viewer a sneak peek of what they will see at the event. Simple videos like this can help build excitement leading up to a class or event!





## Resources - Video Templates & UC ANR Resources

To help make your video production a bit easier, we have created a few video templates in Canva for you to use. Canva is a great place to find templates and create simple videos. These are simple intros and outros you can edit and export to add to your videos. Hopefully, these templates will make life easier!

**Simple Intro:** [English](#), [Spanish](#)

**Simple Outro:** [English](#), [Spanish](#)

UC ANR Strategic Communications has a collection of resources and training to help you improve your videos. Here are some of the items you will find.

### UC ANR Communications Toolkit

The UC ANR Communications Toolkit is available to help you communicate the value of UC ANR and the UC Master Gardener Program.

Website link: [https://ucanr.edu/sites/communicationstoolkit/Branding/photo\\_video/](https://ucanr.edu/sites/communicationstoolkit/Branding/photo_video/)

Branded Video Assets include:

- Branded background
- UC ANR Opening/Closing
- UC ANR Closing
- Lower-third - Learn how to create lower thirds

here: [https://ucanr.edu/sites/howtovideos/Editing/Lower\\_Thirds\\_Text/](https://ucanr.edu/sites/howtovideos/Editing/Lower_Thirds_Text/)

The UC ANR How-To Video Training website shows you how to produce short "How-To" style videos. Following the content and resources will give you the basic skills to plan, record, edit, and post videos. Website link: <https://ucanr.edu/sites/howtovideos/>

If you need help finding a specific resource, please contact Barbra Braaten | [bbraaten@ucanr.edu](mailto:bbraaten@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/94197406576?pwd=DVS1ulSHgtonzsLAarPS8WnxR2TAic.1>

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#### **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](mailto:bbraaten@ucanr.edu).

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



UC Master Gardener Program | 2801 2nd Street | Davis, CA 95618 US

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