



Telling ANR's Story

Elevate your program with a
content strategy

UC ANR Statewide Conference

Cynthia Kintigh, Rose Hayden-Smith, Liz Sizensky

April 2018

Content Strategy

- Definition
- Platforms
- Incorporating it into your work



Everyone Produces Content . . .

**And Everyone Needs a
Content Strategy**

Breaking it down

What is “Content”?

Essentially, it’s something you produce to share information.

- Blog posts
- Images
- Videos
- Tweets
- Facebook post
- Articles
- Links
- Maps
- Tags/Hashtags
- Metadata



Breaking it Down: What is “Content Strategy”?

“Planning for the creation, delivery, and governance of useful, usable content.”

– Kristina Halvorson

“Content strategy encompasses the discovery, ideation, implementation and maintenance of all types of digital content – links, tags, metadata, video, whatever.”

– Robert Stribley

“We define content strategy as: getting the right content to the right user at the right time.”

– Keven P. Nichols

“A content strategy is the high-level vision that guides future content development to deliver against a specific business objective.”

– Hannah Smith and Adria Saracino

Essentially, a “content strategy” is the plan we devise to share the information we produce with those who would benefit from it.

Everyone should have a simple content strategy

We share content on “platforms.”

Some platforms are both content and platform (example, blogs).

Here are some popular platforms.



Platforms

Places where you can share *your* content

- Twitter
- UCANR Twitter handle(s)
- Facebook (ANR or Statewide Program pages)
- ANR blogs
- Research Gate
- Google Scholar
- Medium (online long-form magazine)
- LinkedIn
- Other publications (eg: *The Conversation*, other organization's blogs, etc.)
- Instagram
- Pinterest

We can help!

Workshop

- Analyze a story
- Compose a Tweet
- Write a headline
- Write a compelling lede

Dr. Deanna L. Wilkinson – Growing Opportunity In The Inner City

May 2, 2017 | Earth and Environment

Dr. Deanna Wilkinson founded the Urban GEMS – Gardening Entrepreneurs Motivating Sustainability – to give disadvantaged adolescents an alternative to violence and an opportunity to explore new skills and opportunities while contributing to the health of their community.

Planting Seeds of Opportunity

The Urban GEMS (Gardening Entrepreneurs Motivating Sustainability) program, founded by Dr. Deanna Wilkinson, grew out of a desire to design a program that would not only keep kids off the streets, but also teach them valuable life skills while providing them with opportunities beyond the neighborhoods in which they grew up. The program is a multifaceted youth development initiative that aims to enrich the educational, personal and career development of young people in high risk communities.

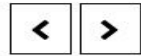
The prevalence of poverty, health disparities, high rates of unemployment, mass incarceration, food insecurity and low educational attainment disproportionately affects urban African American communities compared to their White, Asian and Latino counterparts. Poverty leads to poor health and both of these factors are linked to lower levels of education.

In order to address this vicious cycle, the program cross cuts a number of domains including nutrition, health, wellness, entrepreneurship and community efficacy. Urban GEMS aims to improve health related knowledge, attitudes and behaviors amongst young people, while they gain skills in science, agriculture and food production. The team aims to increase participants' fresh fruit and vegetable consumption by 50% and improve their knowledge of healthy eating, while learning how to use different systems to grow and harvest crops. However, the effects of a project like this run much deeper than learning how to garden or eat healthier.

The research team want participants to grow in self-efficacy and feelings of belonging. The program encourages teamwork, community engagement and education. Through experimental learning activities, the researchers hope to increase teen engagement in high school. By participating in Urban GEMS, youth are involved in a type of active learning that precipitates high school graduation and prepares them for the workforce and higher education. Participants also gain business acumen through connecting with adults in local food production, and learning how to create a sustainable small business model. Youth participants benefit from the expertise of university faculty, extension educators, community



THE OHIO STATE UNIVERSITY FINDS AGE-OLD HOBBY GROWS OPPORTUNITIES FOR INNER CITY YOUTH



In *All, Nutrition & Health, Youth, Family, & Communities* by *Ag is America* / April 20, 2017

Poverty can lead to poor health, high rates of unemployment, food insecurity, and lower levels of education, but The Ohio State University looks to change that through one hobby: gardening.

The Urban GEMS (Gardening Entrepreneurs Motivating Sustainability) program works to improve health related knowledge, attitudes and behaviors, healthy eating habits, and community engagement of disadvantage youth by teaching them skills in science, agriculture, and food production. So far, participants have gained new knowledge on healthy eating, but the program's team have also noticed young people taking on more leadership roles and helping the community by producing food for the hungry.

Prairie Fare: Uncover the Truth of Nutrition and Health Headlines

Asking questions can help you sort fact from fiction.

By Julie Garden-Robinson, Food and Nutrition Specialist

NDSU Extension Service

"An intern was asking how many cans of pop you drink a day," one of our program assistants commented a few years ago.

"She said you carry around a can of soda all day," the program assistant continued with a laugh.

She knew the truth and was teasing me.

"It's the same can!" I replied. "After I drink the pop in the morning, I rinse out the can and fill it with water twice because I wasn't drinking enough water. Let her know I don't drink several cans of pop a day.

"I recycle the can, too," I added.

Carrying a can of soda was creating false perceptions, and I was feeling guilty about this indulgence.

I gave up my one-can-a-day diet soda habit. I switched to water in a water bottle. I mostly was concerned about bathing my teeth with acidic fluid.

Media from Facebook to TV have been exploding lately with news of a "link" between diet pop and health consequences, including strokes and Alzheimer's disease. The researchers, however, did not show this was "cause and effect."

I think we all know that soda of any kind is not a "health food." The results of the study most likely will prompt further research in the area of soda and health, and that is a good thing. Drink more water in the meantime.

Unfortunately, the short blurbs about scientific research that we read or hear about in the news do not provide all the details or indicate the limitations that the authors of the study disclosed in the article they published about their research.

The scientific details are not always interesting, but catchy headlines get people to pay attention. See <https://www.ndsu.edu/boomers> and click on "Finding the Truth" for more information on this topic.

I'd like to share part of an NDSU Extension Service publication that lists some questions you should ask. With information coming at us from many directions, asking these questions will help you sort through what to believe. Think about these questions when you evaluate a product advertised in a magazine, on TV, on Facebook, by email or in a newspaper headline about the latest study.

- Does the advice or product promise a quick fix? Complicated medical problems seldom have quick, effortless or simple solutions.
- Does the advice cast doubts about current food or lifestyle practices? Question whether you need the product to make you healthier, or can you make some changes for a healthier you? Often some changes in our lifestyle, diet and exercise habits are what could help us feel better and more energetic, not some "special" product or food.
- Does it sound too good to be true? Be careful when a product is advertised as a "cure" for serious diseases such as cancer, heart disease or arthritis. Be careful when a product is being sold for many different conditions. Some of the conditions a product is supposed to cure run the gamut from migraine headaches, ingrown toenails and fatigue to allergies.
- Does the advice draw simple conclusions from complex studies? Stories on new research findings frequently omit details that would enable you to judge how the study could relate to your diet and nutritional needs.
- Are recommendations based on a single study? One study may not prove anything, but several studies in which evidence accumulates bit by bit can uncover the truth.
- Does the advice cast doubts about reputable scientific organizations? Do not be made skeptical or fearful by implication. Seek facts that support or counter accusations.
- Does the advice provide lists of bad and good foods? Variety is not only the spice of life; it is the basis of a safe and healthful diet. Don't exclude foods or food groups. What you don't eat can affect your health, too. No miracle food or product is available, and healthy individuals have no forbidden foods.
- Is a product being sold as the solution to the problem? Keep in mind that the seller may be more interested in your money than your health. These people usually are very convincing, and many of them are true believers in what they are selling.

Images



This smoothie can help you nourish your body and brain. (Photo courtesy of Midwest Dairy Association)



Julie Garden-Robinson, NDSU Extension food and nutrition specialist (NDSU photo)



NORTH DAKOTA STATE UNIVERSITY EXTENSION ASKS THE RIGHT QUESTIONS WHEN IT COMES TO FOOD STUDIES



In **All, Food Security** by *Ag is America* / May 16, 2017

How many times have you seen the latest diet fad flash on the news or social media? While the headlines might be interesting, they often do not provide all the details about the study.

North Dakota State University Extension has published a list of questions to help you sort through the latest health finding such as asking yourself: Does the advice or product promise a quick fix? Or, are the recommendations based on a single study? All their questions will make sure what you're reading is right in the study and right for you.

What you're doing is awesome!