

## Social Media Posting Guidelines

- Posting content must follow UC guidelines for publishing research-based information, but our goal is to be relatable and sound like regular people. Share your enthusiasm so we don't lose people to scientific wording. Use existing resources to share MG knowledge without requiring review by Kevin.
- It's OK to share personal experiences and highlight mistakes, that makes us more relatable, but be sure you don't include anecdotal comments when describing your resolution. The post should lead to a research-based conclusion and link.
- Good resources for content to post about:
  - the MGPC Calendar and Gardening Guide, (articles and tips),
  - All UCANR gardening websites and blogs,
  - Client Contact Forms (CCFs) from the Hotline,
  - The Real Dirt,
  - The Curious Gardener,
  - Your own experience is great as inspiration, but find a UC or other .edu or .org or .gov webpage to confirm your advice,
  - Personal passions, like favorite plants, IPM method, etc.,
  - Local newspaper articles written by MGPCs (Auburn Journal, The Union),
  - Articles found on the MGPC website (also written by MGPCs),
  - Trusted organizations like CNPS, Xerces, etc.
- When possible, include a link to the webpage that backs up and expands on your topic.
- Postings should always include high quality, pretty or interesting photos. If possible, give credit to the photographer (i.e. Photo Credit: UCANR, MG name, etc.).
- For photos, try to use UC, MG, other university, or your own photos. Be careful with images found via Google, they are often copyrighted. Photos can also be found on our Facebook page under the Photos tab, and in the VMS Photo Albums.
- If you reuse a post or quote or summarize a blog entry or article, give credit to the original writer, (i.e. Credit: UCANR, MG name, etc.)
- List plant names with both common and Latin botanical terms. Common name can be listed first (capitalize first word, no italics), with botanical name in parentheses. The format for a botanical name is Genus and species in italics (which will not show on Facebook); capitalize genus name, but not species. If there is a variety name, it should be in single quotations, capitalized and not italicized. For example: Heavenly bamboo (*Nandina domestica* 'Firepower').
- Each SM team member is responsible to answer incoming comments or questions related to their posts. If you can, answer the question, or you can provide a link to the MGPC "Ask a Gardening Question" webpage, with an invitation to submit a question, or provide our Hotline hours, phone number and location.

- Hashtag suggestions: #mastergardenersplacercounty, #placercounty, #(eventnameyear).
- The committee chairs will forward Event Launch forms as they are received. Event posts will be part of the posting schedule. Our general timeline for promoting events is:
  - Add event to Event tab – at least 30 days prior
  - Post a Save the Date announcement – 30 days prior
  - Post general information – 20 days prior
  - Post details – 14 days prior
  - Post reminder – 7 days prior
  - Post right after the event to request feedback (share experiences)
- Posting schedule: Published monthly, it assigns topics to people planning to post. Your post should be part of the schedule, or known to the committee chairs.
- Some repetition in posting is OK. Using the same image but with a different tidbit of knowledge is OK. Reposting the same knowledge with a different image or perspective is OK. Each poster has permission to put their own twist on something already posted.
- Fun posts are ok, but only once or twice a month. Posts should be a balance of about 40% informational, 40% promotional, 10% fun and 10% celebrating MGs.