Communicating Your ANR Story

Simple text is best. Don’t read from your slides.

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About the Communicating Your ANR Story (CYS) Series:

Communicating our stories as researchers and educators is essential.

Increasingly, this involves digital technologies.
• In the CYS series, you'll learn about tools & social platforms that will advance your work.

• We hope these webinars and resources will help you with **Extension Delivery**.

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UC ANR “Educational Pipeline”

• The CYS Webinar series is being developed in support of UC ANR’s “Educational Pipeline.”

• This provides a new place for you to publish blog posts.
We Need & Want Your Blog Posts
Module One: Blogging Basics

Rose Hayden-Smith
UCCE Advisor
Digital Communications in Food Systems & Extension Education
UC ANR

Cynthia Kintigh
Marketing Director
UC ANR

12/7/2018
Why Blog?

• Share your knowledge and help others (teach, Extension Delivery)

• Share your research/findings with broader (and perhaps new) audiences
Why Blog?

• Engage, educate, persuade (industry, media, legislators, advocates)

• Establish “expertise” by extending knowledge on a single topic over time (visibility)

• Improve science literacy
A better question may be...

Are you missing out on opportunities by not starting a blogging practice?
What Should I Write About?

• New information!

• A new research finding – why does it matter?

• Are there policy recommendations?

• Expand on previous findings.
What Should I Write About?

• What are the implications of your work in a larger context?

• What are you studying next?

• Connect your work to what’s in the news and popular culture.
More Things to Write About

• Write about what you know. Is it step-by-step process? Include short videos or images.

• People LOVE posts from the field, especially with images.

• Do a Q&A with another person.
Other Things to Write About

• Share what you’re reading, listening to or watching...and explain why.

• Pose a question and use the answers for a future blog post.

• Above all, try to provide accurate information that’s useful and will help others.
Finding Material for Blogs

• You may already have material you can adapt:
  • UC Delivers*
  • Newsletters
  • Research Findings
  • FAQ Sheets
Blogging Goal

• Teach something

• Try for 1 key point per post

• Provide a new – or enhanced – understanding of a topic
Think Engagement

- A blog is not equal to a research publication
Make it Easy to Share

• Test your work:

• Could a reader easily summarize it in a sentence? (There’s your Tweet!)
Start Somewhere. Start Now.

• There is no muse...there is only “your arse in the chair.”

• You do need a narrative or storyline.

• Be conversational.
What Makes a Good Blog Post?

- Good headline (60 characters, >10 words)
- Strong lede (3-4 sentences)
- Short 500-750 words
- Good visuals
- Authentic voice = your voice
What’s a Good Headline?

• **Descriptive:**
  - “A pain in the ‘Asteraceae’”

• **Declarative:**
  - “Wildfire risk should be considered when planning new developments”
What’s a Good Headline?

• **Poses a question that your post capably answers:**
  • “Will cooking and nutrition education for college students increase food security?”

• **Connects things or explains relationships (especially those folks may not have though of):**
  • “Exploring the relationship between emotions and water issues”
What’s a Good Lede?

- Provides new information or finding
- Statistics
- Response to events, articles, research
- Your story
Finish Strong

• Don’t forget good visuals!

• A good conclusion is important (include why you wrote the blog post) and why it matters

• A policy recommendation if appropriate
My Secret Sauce

- Hyperlinks
- Aggregation
- Sharing Light
Other Practical Magic

• Use good images, maybe embed a video.

• Make sure hyperlinks open in a new window.

• Use your blogs across social platforms. Spread that good stuff around.
Cross Town Traffic

• Also post/share on platforms like LinkedIn.

• Use Facebook and Twitter to feature pull-out quotes from your blog post and include the link.

• On Instagram? Put the link to your latest post in your bio, and give a teaser via a post.
“Share your trade secrets.”

“Foster genuine friendships and support systems with other writers and bloggers. Collaborate, don’t compete.”

“Write more simply than you normally would. Use short sentences, bullet points, pull quotes, photos and charts. Leave white space. Make it easy to scan your article.”
Under the hood

- Use the ANR blog system
- Plugs seamlessly into SiteBuilder;
- Gives your blog the ucanr.edu domain;
  .edu is the gold standard in the algorithms that create search returns
- Unlike other domains, .edu is controlled
Under the hood

You can also think of the blog system as a way to organize or archive your content e.g. Newsletters
• Start a new blog from your portal
• Contribute to the advisor blog via the survey
Agriculture & Pest Management

Healthy agricultural systems are essential to our quality of life and economy. We spark innovation and encourage environmentally friendly production practices.

Featured News

- Why mud daubers are on spider patrol
  - Dec 04, 2018

- A nutty idea: A little stress could be good for... (Honey)
  - Nov 28, 2018

- Organic farmers and researchers strive to a...
  - Nov 26, 2018

- Agtech is changing farming in California
  - Oct 30, 2018

- Trying leafy greens from a sweet potato plant
  - Nov 19, 2018

- CDFA and UC ANR join forces to advance clim...
  - Oct 24, 2018

VIEW ALL NEWS
Tagging

Makes your content easily searchable within the blog
• High level
• Audience focused
• Predictable
• Repeatable
• Sustainable
UC ANR Resources

• UC ANR L&D resources associated with this webinar:
  – UC ANR Featured Content Guidelines
  – PowerPoint Presentation PDF
  – Narrative Notes
  – Examples
  – Bibliography
  – Assistance Offer
  – Q & A’s Answered (To Come)
In-House “Consulting”

Another resource is access to one-on-one consulting via phone, email or Zoom. Rose can help you brainstorm ideas for a post, make editing suggestions, and also help you with social media
Learn More

• Podcasts
  – Blogging Your Passion: Jonathan Milligan
  – ProBlogger: Darren Rowse
  – Ask Pat: Pat Flynn
Learn More

• LinkedIn Learning

• Pew Research Center: Internet and Technology

• Blog Her (website, resources, conference)
THANK YOU