Communicating Your ANR Story

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

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Module Six: Creating a Communications Strategy

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About the Communicating Your ANR Story 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.

**Upcoming Webinars:**
2/4-2/8
Creating a Communications Strategy - Daily 10:00-10:30 a.m. with “homework” and “office hours” – must view each webinar live (or archived)

**Archived:**
Blogging Basics, Twitter Basics, LinkedIn, Blogging II, Instagram, Facebook
My Story

• First Career – Marketing/Communications

• Kellogg Fellowship – focus on digital communications

• Victory Grower & UC Food Observer

• Central to all my work: blogs and social media, particularly Twitter, increasingly other platforms
UC Food Observer

- Brand platform for UCOP’s Global Food Initiative

- Blog and social media presence

- From the institution (but not institutional)

- Provide value-added public service (via curation, contextualization and original content)

- ENGAGE with the public, media, UC community and others
Agenda

• Why create a communications plan/strategy for your project or program?
• Our Process
• Anticipated Outcomes
• Getting Started
• Q&A
Why Create a Communications Plan?

• Extending information is fundamental to the Extension mission

• Just posting information on a website is not enough in today’s social environment

• A plan provides a roadmap to help us identify who we want to reach, what we want them to know, and the best way to get our info to them

• There are many ways to spread information; doing some advance planning may help you determine what will work best for you

• Efficiency and capacity
Our Process

• Develop a template using a series of clarifying questions

• These questions will help you zero in on:
  • Objectives
  • Audience
  • Head and heart
  • Messages/ideas
  • Platforms and tactics
  • Measuring success (and refining if necessary)
  • Timing and accountability
Our Process

• By thinking about and answering these questions, we’ll begin the process of creating a basic *communications strategy and plan* to communicate your story. Answers should be brief, and may (and should!) change over time. This plan might be a single page for an advisor/specialist, or longer for a programmatic unit.

• This is only for you, so bullet items are okay

• This is a living document...remember to add, change, refine
Assumptions

• You’ll have a blog post, FAQ sheet, report, research paper, UC Delivers ...
something you want to share

• You’ll use one or more social platforms
Determining Your Objective

• What do you want to communicate about? Do you have an idea for a specific thing you’d like to communicate, or are you primarily seeking to increase your visibility over time?

• What are your overall goals/objectives? How and where do they align with ANR communications goals/messages and brand messages? If you’re a specialist, how/where do they align with campus?
Audience

• Who are you trying to reach? That is your audience. Be as specific as you can.

• Where on social media might you find them?*
Head and Heart (Knowledge and Feeling)

• What do you want your audience to know, feel, or do (behavior change)?

• What do you want to be remembered? (Pick 1-2 things).
Messages

• What are 1-3 key messages/ideas you’d like to communicate?

• Keep these short
Social Platforms

• What social platform(s) do you think might be the best fit for your strategy, your audience(s), your interests, and your abilities?

• It’s okay if you don’t know...we can figure this out together.
Tactics: Social Posting, Content Sharing

• What frequency of social posting are you interested in?

• What can you sustain?

• Who else might share your message/information?
Analytics/Measurement

• How will you measure your success?

• Analytics – we can figure this out together, but most social platforms provide decent insights (quantitative info; there is qualitative info you can gather, too).

• Looking at insights is important for refining your message and approach.
Timing and Accountability

• What will you do?

• When will you do it?

• Are there any tools that can help you?

• Do you already have places to post what you produce? (i.e., social accounts, county or departmental website, newsletters, industry groups, etc.)
Timing and Accountability

• Is any approval or buy-in needed?
Resources

• Rose’s PowerPoint is in PDF on the ANR Learning & Development page, along with a bibliography

• Call, text or email Rose at 805.794.1665 or email at rhsmith@ucop.edu with any questions. I can help. I want to help you! You can also Tweet me or DM me on Twitter @ucfoodobserver or find me on LinkedIn and Instagram.