

Enhancing Virtual Reach of our “How-to” information can be built off a simple communication plan that considers

- 1) your audience(s)
- 2) their interests, and
- 3) how they prefer to receive information
- 4) available technology/software

As you progress, **Try things and move on as needed.** i.e., Experiment, learn and keep going.

If you haven’t already developed your communication strategy, then use tables 1 and 2. (Appendix 1 has further thoughts used by CalNat).

Table 1. Understanding your audiences and their preferred communication channels

Your audience(s)	Their primary interests	How they prefer to receive information?	Is there income generating opportunity?
General public	e.g., How-to information, Training, news, ..?	e.g., Web? Webinar? Blog feeds? Facebook? Twitter? Online courses? Video..?	
Volunteers			
Collaborators			
Other?			

Table 2. Your strategy to create and deliver material?

Topics	Material form needed (e.g., web? Webinar? Blog feeds? Video..?)	What’s needed to develop the quality needed (drafting, review, formatting, branding)?	Who will be involved for each step SME (subject matter expert) Drafting Formatting Review Uploading	How will they be supported?*	How will you evaluate “success”

*UC MG provide **consistency** through regular scheduled support to develop similar quality products.

Some considerations on Specific delivery modes

1. **Social media** - Be consistent, keep content fresh. *See L&D for more.*
2. **Video** – Have a clear Focus (How to), Brand (intros and outros), Length (keep short), include Music. The best videos start with an outline but not a script. Be sure to start each video identifying the topic, who the speaker is and what their credentials are. Consider ending each video with a message about where the viewer can find more information and or support. *See L&D for more.*

Appendix 1. UC CalNat Communication Plan elements



UC California Naturalist Communications Plan

Built for staff training and to share internally with UC ANR StratComm

Current Components

1. Mission-driven objectives
2. Consumer profiles/ buyer personas
3. Content creation philosophy
4. Content hierarchy (three levels of priorities)
5. Best practices and cautions
6. Branding toolkit
7. Assessing performance
8. Appendices
 - How-to articles & guides (a deeper dive with experts)
 - Tools (apps etc)
 - Digital image libraries

Communications Platforms

- Website
- E-newsletter
- Social (Blog, Facebook, Instagram, Twitter)
- Volunteer Management System
- Webinars (starting soon in Q3/4)
- Courses & partner organizations
- Annual events & conference speakers

Results

- 2018-19: +308% Social Engagement Score on FB [(Share or re-Tweet x 1) + (Comment or Reply x 0.75) + (Like x 0.5)]
source: UCSF
- 2018-2019: +103% IG followers

CHALLENGES:

- Dedicated time & budget
- Staff turnover
- Geography
- Re-branding efforts
- New statewide "initiative"
- Antiquated but required systems (internal communications, CMS, blog template, volunteer management system)
- Course partners dispersed & minimally engaged (content pipeline weak)

OPPORTUNITIES:

- Development/donor communication
- Media relations
- Strengthen analytics to assess growth in new areas/communities
- Incorporate new branding guidelines
- Strengthen internal communication
- Accessibility for all: use of alt text, captioning etc.
- Video content & visual storytelling
- Scheduling software
- Pie in the sky: Position re-class