**Content Marketing Distribution Checklist**

|  |  |
| --- | --- |
| **Basic Details** |  |
| Name of content | **Fire Information**  --ucanr.edu home page takeover with summit video, fire-resilient home story, bromus story, defensible space story, Camp Fire story  --social posts linking to stories and fire resources page  --fire experts list |
| Main URL | ucanr.edu |
| Secondary URL(s) | <https://ucanr.edu/sites/fire/>  <https://ucanr.edu/News/UC_ANR_expert_sources/Wildfire_experts/>  <http://cesutter.ucanr.edu/LivingWithFire/>  <https://ucanr.edu/sites/Livestock/Wildfire/> |
| Customized shortened link | Livingwithfire; fireresilientCA |
| **Personal Outreach** | **Yes**/No |
| People to Contact | Summit attendees (email list)  Fire work group |
| Campus communicator partners | UC Davis CAES; UCOP; UCB Fire Experts; UC Davis Vetmed |
| **CHANNEL STRATEGY** |  |
| **News Release** | Yes/**No** |
| Publish Date | NA |
| **Twitter** | **Yes**/No |
| Date to start promoting | 7/28/19 |
| People/Depts to reference | Lenya Quinn-Davidson, Susie Kocher, Jodi Axelson, Scott Stephens, Max Moritz, UCCE |
| Hashtags to use | #cafire #wildfire |
| Sample Tweets | *See launch email draft* |
| Influencers to share with (direct message or tag as appropriate; no tagging unless closely allied with ANR) | Susie Kocher (@UCsierraforest)  Faith Kearns ([@frkearns](https://twitter.com/frkearns))  Lenya Quinn-Davidson ([@lenyaqd](https://twitter.com/lenyaqd))  Water Institute ([@ucanrwater](http://www.google.com/url?q=http%3A%2F%2Ftwitter.com%2Fucanrwater&sa=D&sntz=1&usg=AFQjCNGl5a_8SbZKbOAr_2N3F50ewe3TfA))  Jodi Axelson (@DisturbedDendro)  UC Berkeley ESPM (@ESPM\_Berkeley)  UC Davis VetMed ([@ucdavisvetmed](https://twitter.com/ucdavisvetmed))  Michael Lairmore ([@LairmoreDVMDean](https://twitter.com/LairmoreDVMDean))  Max Moritz (@MaxMoritzFire)  UC Forestry ([@ucforestry](https://twitter.com/ucforestry))  CalAg Journal ([@Cal\_Ag](https://twitter.com/Cal_Ag))  Fire Adapted Network ([@fireadaptednet](https://twitter.com/fireadaptednet))  Good360.org ([@Good360](https://twitter.com/Good360))  Tapan Pathak (@Ag\_Climate)  Sierra Nevada Research Institute ([@ucmerced)](https://twitter.com/ucmerced))  Ted Grantham (@watershedted)  Leslie Roche ([@UCDRange](https://twitter.com/UCDRange))  Anne Megaro ([@AnneUCANR](https://twitter.com/AnneUCANR))  UC Berkeley College of Natural Resources ([@NatureAtCal](https://twitter.com/NatureAtCal))  Bill Stewart ([@berkeleyforests](https://twitter.com/berkeleyforests))  California Fire Science Consortium (<@CaFireScience>)  UCCE LA ([@ucce\_la](https://twitter.com/ucce_la))  North Valley Community Fund ([@NVCF](https://twitter.com/NVCF))  Public Policy Institute of California ([@PPICNotes](https://twitter.com/PPICNotes))  Dan Macon (@flyingmulefarm)  Tracy Schohr (@BeefnSushi)  Kate Wilkin  Ricky Satomi  CalFire ([@CAL\_FIRE](https://twitter.com/CAL_FIRE)) |
| **Facebook** | **Yes**/No |
| Date to start promoting | 7/28/19 |
| Other pages to tag | NA |
| People to tag | Kate Wilkin |
| Video or photo to share? | Summit video, Cal Ag images |
| Sample post | *See launch email draft* |
| Influencers to share with | Faith Kearns ([@frkearns](https://twitter.com/frkearns))  [Northern California Prescribed Fire Council](https://www.facebook.com/Northern-California-Prescribed-Fire-Council-148412501854321/)  <https://www.facebook.com/ForestResearchandOutreach>  [California Fire Science Consortium](https://www.facebook.com/CaliforniaFireScienceConsortium/?ref=py_c)  [UC Cooperative Extension Livestock & Range Info for Mendocino & Lake](UC%20Cooperative%20Extension%20Livestock%20&%20Range%20Info%20for%20Mendocino%20&%20Lake)  <https://www.facebook.com/UCDavis.CAES/>  [Sierra Forest Legacy](https://www.facebook.com/SierraConservation/?hc_ref=ARSuyw7THbvCBbENgcFpY4RtiD-1fR2ZgPEK8MIDOXoXzKuO_VE534H-gsI9NEeMsGM&fref=nf&__xts__%5B0%5D=68.ARBLi1_0Sa45DgcVl4bssop7BRX5QzzFXvukHQh5Jp0Jao3BoUkoeCs9_r6hh9JD7S1tdDF-1hh8PDH2z7Bay6BCC3x3RpCCVLaNZTMSdQLELpYE4dHoLKENhKBSfSPDwJF4qal1D4rMZL0rUqh_0FLC2VsNt_EwqXn_9sc3MNrLAJMflA9tgn1z3BtHiOTqIb284ASyZs9TdALvr8fOFvSsjP2SVUQUXBzKThZe0YFHWGUsBuqinjExTLEdKVg2bd9kPPRvu0ax-485K_o5gMBQFpJewIemLZbSYZc3ZfeH-kX1NfhJa-o-ZZbjSZ8UXLiWaSnsZ2942SKToS8o8o2CAQ&__tn__=kC-R)  [Fire Adapted Communities Learning Network](https://www.facebook.com/FACNetwork/?hc_ref=ARRHh9dKxCHRDy_RghIYH1U11JOt-phRobt2yY3u0sjrO_KHqMIiHW5mRZrtQ0q5Pc0&fref=nf&__xts__%5B0%5D=68.ARABuJ3hS5NXQw7GBE6K0dqJLLuaBOL9SPUKXG_QIY0W_Mk-bBKCmaSTDbk_LpqaaxaP4zwiVHbFO7sNSz8T0CEDc-3zCaXZUntciuO_h-QeR9CSzDVTpYrFxWB7VLPde_BRYz-VQmyRoS5k3j1MhT57cHSXOXmLqeyAJd57SnZF_7bkyUeO6Z2IiUEysqcsYXL5ag-ysky09jJCZIzilRKQZFRCp_4p3yk6Kd4SFx5jyvGqJm1xuMnC2dOSdv04WAVj4LJ85uf2D8ViL-ZoeN_EtL7plZEtsmxwaTfsflE-w1-JEt0_DL6VZA_pI7KaW8GMs7hOYQwLm99XAZKBkIJyVA&__tn__=kC-R); <https://www.facebook.com/CaliforniaAgriculture/>  <https://www.facebook.com/Good360.org>  Sierra Nevada Research Institute -(<https://www.facebook.com/ucmerced/)> <https://www.facebook.com/ESPM.UCBerkeley>  <https://www.facebook.com/cnrberkeley> <https://www.facebook.com/BlodgettForest> <https://www.facebook.com/California-Board-of-Forestry-and-Fire-Protection-135757789960054/>  <https://www.facebook.com/University-of-California-Cooperative-Extension-Los-Angeles-County-60035129491/> <https://www.facebook.com/northvalleycf>  <https://www.facebook.com/PPICNotes/> |
| **LinkedIn** | **Yes**/No |
| Date to start promoting | 7/28/19 |
| Sample update | *See launch email draft* |
| Post to Groups | NA |
| Post to company pages | [**UC Agriculture & Natural Resources**](https://www.linkedin.com/groups/4395610/) |
| Influencers to share with | <https://www.linkedin.com/in/faith-kearns-2393bb67>; <https://www.linkedin.com/company/fireadaptedcommunitieslearningnetwork>; <https://www.linkedin.com/company/good360>; <https://www.linkedin.com/company/uc-merced>; <https://www.linkedin.com/in/katewilkin>; <https://www.linkedin.com/school/university-of-california-berkeley-college-of-natural-resources/about/>; <https://www.linkedin.com/groups/948507/> (cnr); <https://www.linkedin.com/company/north-valley-community-foundation/>;  <https://www.linkedin.com/company/public-policy-institute-of-california/> |
| **YouTube** | **Yes**/No |
| Date to start promoting | 7/28/19 |
| Tags | wildfire, california fire, fire resilient CA |
| Influencers to share with | UCTV-Sustainable Cal (https://www.uctv.tv/sustainable-cal/) <https://www.youtube.com/user/UCExtensionForestry>  Fire Adapted Communities Learning Network (<https://www.youtube.com/channel/UCw0iVlThjzZbd5A4bf3tGk)>  <https://www.youtube.com/user/cafiresafecouncil>  Good360 (<https://www.youtube.com/channel/UCItn_VoR1grL7MqOWFgAArA>)  <https://www.youtube.com/user/PPICvideos>; <https://www.youtube.com/user/usdaForestService> (?) |
| **Instagram** | **Yes**/No |
| Date to start promoting | Miguel create 15-sec video? |
| Tags |  |
| Influencers to share with | [@fkearns](https://www.google.com/url?q=https%3A%2F%2Finstagram.com%2Ffkearns%2F&sa=D&sntz=1&usg=AFQjCNF2dnsaQ_aKahKHntrDWNS1eqnmag)**;** <https://www.instagram.com/good360usa/>[rosehaydensmith](https://www.instagram.com/rosehaydensmith/)<flyingmule><https://www.instagram.com/espmberkeley/><https://www.instagram.com/natureatcal/>https://www.instagram.com/northvalleycf/ |
| **Blog(s)** | **Yes**/No |
| Name of blog | UCANR green blog (https://ucanr.edu/blogs/Green/)  Forest Research and Outreach blog (<https://ucanr.edu/blogs/forestrymgmt/)>  UCANR news blog (<https://ucanr.edu/blogs/anrnews/)>  Fire Adapted Communities Learning Network blog (<https://fireadaptednetwork.org/blog/)>  [The Confluence](http://www.google.com/url?q=http%3A%2F%2Fucanr.edu%2Fblogs%2Fconfluence%2F&sa=D&sntz=1&usg=AFQjCNFY1rw4ohWGb6cDv4j4wuo59mrr3w)**;** [the hard stuff](https://faithkearns.substack.com/) **(Faith Kearns newsletter:** [fkearns@gmail.com)](mailto:fkearns@gmail.com))  **UC Rangelands blog /newsletter (http://rangelands.ucdavis.edu/blog/)** |
| URL |  |
| **Connected** | Yes/**No** |
| Date(s) to run |  |
| **ANR Employee News** | Yes/**No** |
| Date(s) to run |  |
| Description |  |
| **Fiat Lux** | Yes/**No** |
| **Potential Linkback Outreach** | Consider related websites, academic programs/majors, Reddit, Futurity.org, etc. |
| URL/Description | https://www.fire.ca.gov |
| URL/Description | https://www.csfa.net |
| URL/Description | https://www.cafirefoundation.org/about-us/ |
| URL/Description | <https://good360.org/disaster/california-wildfires/> |
| URL/Description | <https://www.nvcf.org> |