

Communicating Your ANR Story



About the Communicating Your ANR Story (CYS) Series:

Communicating our stories as researchers and educators is essential.

Increasingly, this involves digital technologies.





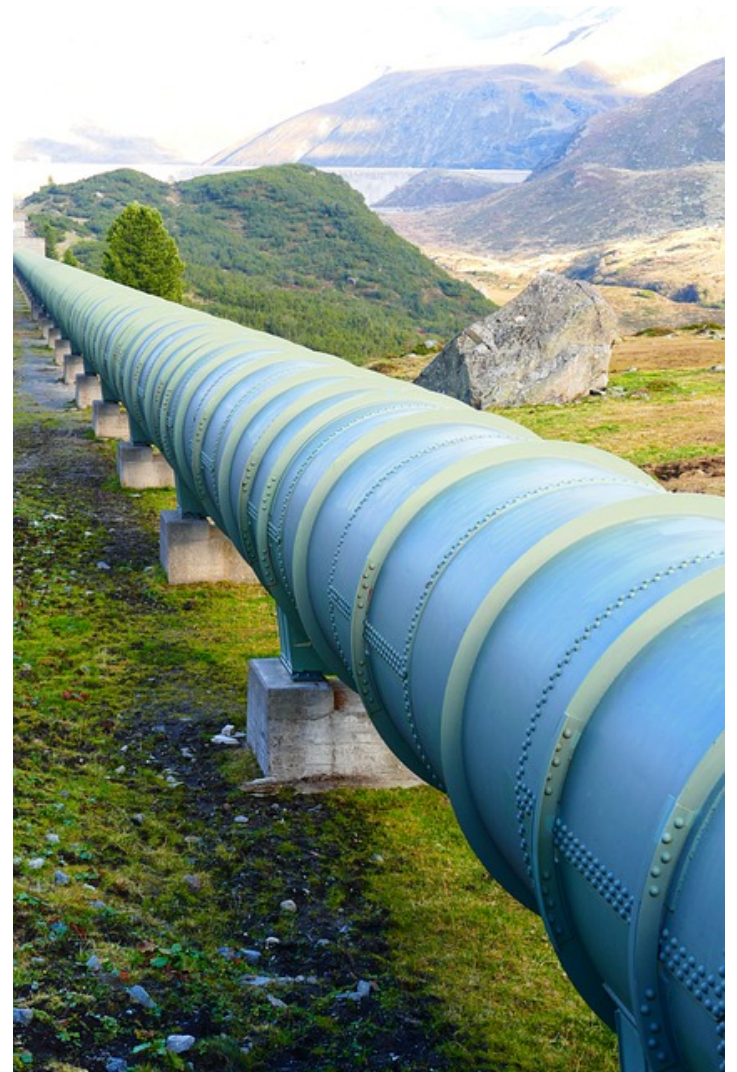
Upcoming Webinars:

12/13	Twitter
1/3	LinkedIn
1/10	Blogging
1/24	Instagram
1/31	Facebook
2/4-2/8	Creating a Communications Strategy

- 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.**

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 \neq 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.

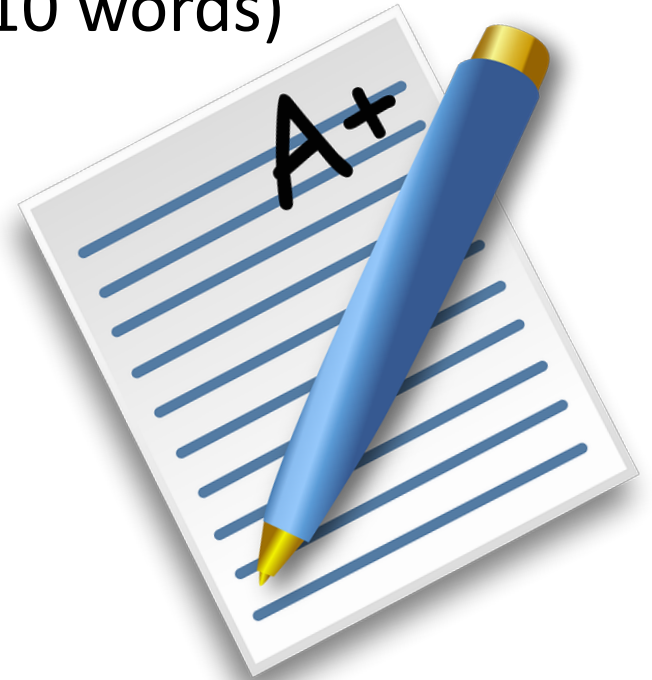
- There is no muse...there is only “your arse in the chair.”
- You **do need** a narrative or storyline.
- Be conversational.



STARTING
SOMEWHERE
NOW IS BETTER
THAN STARTING
SOMEWHERE
LATER

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 thought 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.

Tips From Experts

“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



ANR NEWS BLOG
News about UC Agriculture and Natural Resources

Wildfire risk should be considered when planning new developments

Author: **Jeannette E. Warnert** Published on: **December 3, 2018**

San Diego County officials want to approve construction of about 10,000 homes in areas largely labeled by CAL FIRE as posing a "very-high" fire hazard, reported Joshua Emerson Smith in the [San Diego Union-Tribune](#).

County supervisors said the subdivisions are badly needed and developers have laid out exhaustive fire-prevention blueprints. However, UC Cooperative Extension fire specialist [Max Moritz](#) said these building codes and other rules don't take into account whether a particular project should be built there at all.

"There are all..."

[Read More](#)

Tags: [Max Moritz](#) (19), [wildfire](#) (83)
Focus Area Tags: [Environment](#)
Comments: [1](#)

November News Clips (11/15-11/30)

Author: **Pamela Kan-Rice** Published on: **December 3, 2018**

How they survived: Owners of the few homes left standing around Paradise, Calif., took critical steps to ward off wildfires

(Washington Post) Sarah Kaplan, Frances Stead Sellers, Nov. 30

SEARCH [Enter Search Terms] Q

SHARE PRINT

Subscribe

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Recent Posts ANR Blogs

- Wildfire risk should be considered when planning new developments
- November News Clips (11/15-11/30)
- November News Clips (11/1-11/14)
- UC fire scientists provide invaluable expertise to media during fire tragedies
- California's new insurance commissioner to face issue of increasing wildfire

Recent Comments

- We may already have some laws in...
- Is there a current grass root...
- Congrats Anne, so happy for you...
- This is an informative post and it...
- I think it all comes down to the...

Archives All Archives

- December 2018
- November 2018
- October 2018
- September 2018



The Carr Fire burned 1,077 homes in Northern California during the summer of 2018. (Photo: Bureau of Land Management)

You can also think of the blog system as a way to organize or archive your content
e.g. Newsletters

The screenshot shows a user dashboard for the University of California Agriculture and Natural Resources (UCANR). The dashboard is divided into several sections:

- Profile:** Cynthia Kintigh, Marketing Director, (530) 750-1217, cckintigh@ucanr.edu. Username: kintigh. Includes an 'Edit Profile' link.
- Portal Tools:** Edit Your Portal, ANR Building Directory, Mailing Lists, My ANR Publications, UCANR Job Board, Log Out of Portal.
- My Links:** Admin Links, Adobe Connect, Aggie Travel Log In, ANR Building Directory, ANR Learning and Development, Branding Toolkit, Career Tracks, Catalog Download Stats, Communication Services & IT, County Contact List, Employee Website, Free Pubs Stats, Image Uploader, Lynda.com Learning, Office 365 Upgrade Help Center, OneDrive, PDF Conversion/Image Resizing, Perfect Forms, Permissions, Pub Info, Repository.
- ANR Repository:** Features a photo of a dog and the text 'Creatures in the Garden 111' with a 'View in Repository' link.
- Communication Services and Information Technology:** Includes a 'New Blog' button circled in red, and a 'New Site' button.
- SiteBuilder 3.0:** A list of various website pages with 'Edit' links, such as 'Agriculture and Natural Resources - University of California', 'ANR Branding Toolkit', 'ANR Communication Services', 'ANR Employees', 'ANR Update', 'Central Sierra Cooperative Extension', 'Rain Gardens', 'Site Builder 3.0 Help', 'The New UCANR.edu', 'The Pollen Nation!', 'UCANR Giving Tuesday', 'UCANR.edu by Breyta', 'UCCE Centennial', 'UCCE Centennial Branding Toolkit', and 'Will's test site'.
- Second Street Building Information:** Includes 'IT Help' and 'HR Help' buttons.
- Search ANR People:** A search bar with 'Enter Name' and 'Find Person' buttons, and links for 'Unit Contacts' and 'Advanced Searching'.
- Conferencing:** Includes links for 'Join to Zoom Conferencing' and 'Join to Adobe Connect'.
- Project Board:** Includes a link 'Go to Project Board now'.
- Universal Review System:** Includes a 'Login to URS' link.
- Open Systems (Click name to submit proposal):** A list of proposal systems with 'Edit' links:
 - 2018-2019 RREA Project and Student Intern Grants
 - DESERT REC CALL FOR RESEARCH PROPOSALS 2018-2019
 - HREC Call for Proposals 2018-2019
 - KEARNEY REC CALL FOR RESEARCH PROPOSALS 2018-2019
 - SFREC CALL FOR PROPOSALS 2018-2019
 - SOUTH COAST REC CALL FOR RESEARCH PROPOSALS 2018-2019
 - West Side REC 2018 - OFF-CYCLE proposals
 - WEST SIDE REC 2019-2020 Call for Proposals

- Start a new blog from your portal
- Contribute to the advisor blog via the survey

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Focus Areas About News & Events Español

Give People Jobs Search

SHARE

Healthy Environments

Organic Farmers And Researchers Strive To Advance Soil Care

Honey: Nothing Short Of Miraculous

Why Mud Daubers Are On Spider Patrol

Healthy Food Systems

Wildfires And Climate Change Lead To Acceptance Of 'Pyrosilviculture'

Healthy Communities

Wildfire Risk Should Be Considered When Planning New Developments

Healthy Californians

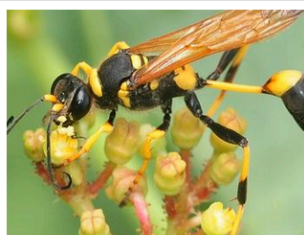
We are UC ANR

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

[VIEW ALL NEWS](#)



Why mud daubers are on spider patrol

Dec 04, 2018



Honey: Nothing short of miraculous

Nov 28, 2018



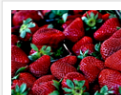
A nutty idea: A little stress could be good fo...

Nov 06, 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

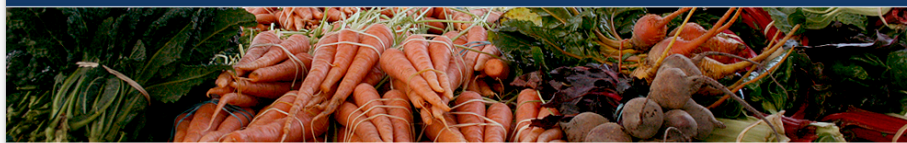
Tagging

Makes your content easily searchable within the blog

- High level
- Audience focused
- Predictable
- Repeatable
- Sustainable

FOOD BLOG

Food news from the UC Division of Agriculture and Natural Resources



Tags

SHARE PRINT

Search Q

By Count

- Nutrition (121)
- food safety (39)
- vegetables (38)
- food (36)
- UC Davis (35)
- fruit (29)
- obesity (25)
- Nutrition Education (19)
- UC CalFresh (19)
- agriculture (18)
- Food security (18)
- gardening (18)
- garden (17)
- agritourism (15)
- strawberries (15)
- Horticulture CRSP (14)
- Nutrition Policy Institute (13)
- urban agriculture (13)
- healthful eating (12)
- small farms (12)
- 4-H (11)
- citrus (11)
- local food (11)
- sustainable (11)
- global food initiative (10)
- olive oil (10)
- postharvest (10)

By Name

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- vegetables (38)

Subscribe

Subscribe

Recent Posts

Blog Home

- Honey: Nothing short of miraculous
- Trying leafy greens from a sweet potato plant
- Watch livestream: Food leaders convene in San Diego Nov. 14
- A nutty idea: A little stress could be good for walnuts
- Honey bee health key to wellbeing of important species

Recent Comments

- When I lived in West Africa, we at...
- I happened across your interesting...
- Thank you for sharing this...
- in is very nice latest findings on...
- A Thanksgiving meal can leave lots...

Archives

All Archives

- November 2018
- October 2018
- September 2018
- August 2018

abscisic acid (1)
Adela de la Torre (1)
Adult Education (1)
Advergames (1)
advertising (1)
ag tech (1)
Aggie Ambassadors (1)
Agilent (1)
aging (1)
agricultural policy (1)
agroecology (1)
Agroforestry (1)
agtech (1)
Alan Bennett (1)
Alexandra Kicenik Devarenne (1)
Alice Waters (1)
Andreas Westphal (1)
Angelica Perez (1)
Angelina Gonzalez (1)
Angelita Zaragoza (1)
Anheuser-Busch (1)
Ann Marie Kennedy (1)
Ann Powell (1)
antestia (1)
Apium virus Y (1)
app (1)
Apple Hill (1)
apple pie (1)
apps (1)
Apps for Ag (1)
aquaculture (1)
arsenic (1)
Ashraf El-kereamy (1)
asparagus (1)
Assaf Distelfeld (1)
assessment (1)
athletes (1)
atkins center (1)
avocado (1)
Aziz Baumer (1)
backyard chickens (1)
bacterial leaf spot (1)
Bagrada bug (1)
Baker Creek (1)
bakings (1)

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