

# Communicating Your ANR Story





## 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.





## 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

- 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.**

# 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 [rsmith@ucop.edu](mailto:rsmith@ucop.edu) with any questions. **I can help. I want to help you!** You can also Tweet me or DM me on [Twitter @ucfoodobserver](https://twitter.com/ucfoodobserver) or find me on LinkedIn and Instagram.