

Our Digital Footprint

How a Program of 18 Volunteers Became Internet Influencers
And Made 320,000 Impressions in 3 Years!



Video of summer pruning by Bernice Dommer



Top left – Diane and John Vafis Top right – Bonnie Rose, Pam Niehues and Gerry Hernandez Bottom – Cynthia White and Liz Eaton

Introduction

In 2020, the pandemic hit everyone. Suddenly, the citizens of the world wanted gardening information and wanted it digitally and we had gardening information.

As businesses, libraries, and coffee shops shut down, our response was to ramp up our digital footprint.

Podcast

Our local newspaper, Pioneer Review, asked us in November 2019 to start a gardening podcast. Of course, we said “Yes”! Little did we know how important our podcast would become. Our monthly podcast is produced free by our partner, the Pioneer Review.

Videos

The next improvement to our digital footprint was to start making videos and posting them to our Facebook page.

Newspaper

The newspaper needed content and we had content to provide.

Results

- 113 videos were produced in 2020 with 4769 views. In 2021, 14 videos were produced with 965 views. In 2022, we produced 15 videos with 846 views. Our goal now is to produce 12 videos a year. *Online videos reach 92% of internet users. Educational videos, like ours, reach 30% of internet users.*
- 36 monthly podcasts were produced from 2020 to 2022. We average 100 downloads every month plus direct listening. *64% of US consumers listen to podcasts. That’s 177 million Americans. People 12-34 make up 66% of podcast fans in America.*
- More articles were added to the local digital newspaper. We produce 45 articles a year to 1688 subscribers.
- Our regular newsletter is emailed every month to 1400 subscribers. *Newsletters create engaged audiences. Clients like to hear from you!*

Aim

The goal of “Our Digital Footprint” is to be a “practical, connected and trusted” research-based source of digital gardening information.

Our target audience consist of all gardeners who scour the internet at all hours of the day including midnight looking for garden-related information.

What our Clientele Say...

“Thank you for such an informative on-line newsletter, it is so interesting, and I have learned so much from reading your articles. I keep newsletters on file and refer to them always.” Gloria

“I have really enjoyed the newspaper articles in the Pioneer Review. I have learned information that I didn’t already know! There is something new & informative each week. The articles are always applicable to the current season. The podcasts have also been very educational, though I have not listened to all of them. I truly enjoy the way the information is approached. It’s matter of fact without opinions.” Cindy

“I really appreciated the video tutorials about winter pruning roses. I learned about tools that can help make the job easier like the ratchet loppers. Some branches can be too much for me but with the ratchet loppers I can do things myself. I also appreciated the demonstration about what to prune away to maintain healthy beautiful roses.” Sherrie

“Just wanted to take a moment to thank you and the entire Colusa Master Gardeners group for all of your hard work and dedication to provide information/announcements/projects through emails, podcasts, and your monthly newsletter. I have never grown a single fruit or vegetable in my life until you sent out complete instructions/encouragement/how-to a couple of years ago. I grew my first tomatoes in a pot, which were delicious!” Hazel

Colusa County

Gerry Hernandez, Colusa County



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