ROOTED IN MARKETING
August 2025

Greetings!

August is here! While we're all busy with peak growing season, this month's issue focuses on working smarter, not harder—from building effective communications teams to managing your content more efficiently.

Here's everything you can find in this month's issue of *Rooted in Marketing*:
- September Content Inspirations
- Communications Teams
- Content Management
- IWP Tune Up Checklist
- IWP Updates
- Canva Changes
- Resources - Trello
- Upcoming & Previous Training

If you have any questions or need help with marketing, join our weekly office hours, ask questions in our private [Facebook social media group](#), or email us. We are here to support you.

Happy gardening! ☐
**Melissa & Barbra**
UC Master Gardener Program
*Statewide Communications Team*

---

## Content Inspiration - September

Here is your Content Inspiration and Content Calendar for September. The Content Calendar is set up for posting three times a week to social media using the buckets: education, inspiration, and promotion. As always, both of these documents are just suggestions! Please add or change the topic as needed. If you have questions, please email Barbra Braaten at [bbraaten@ucanr.edu](mailto:bbraaten@ucanr.edu)

### September Social Media Inspiration

Find inspiration for your September social media content,
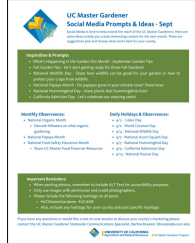
including Fall garden tips, National Wildlife Day, and National Food Safety Education Month.

- [Download the September Inspiration Guide](#)
- [Download the September Content Calendar](#)





# Working as a Communication Team

Whether you're a team of ten or a team of one, your UC Master Gardener program's communication efforts work best when they're connected and coordinated. Think of your website, newsletter, social media, and publicity efforts not as different tasks, but as parts of the same conversation with your community.

## The Power of Connected Communication

When your communication channels work together, you create a consistent voice that helps your community recognize and trust your program. When someone sees your Facebook post about composting, then reads your newsletter article on the same topic, and finds detailed information on your website, they're getting a complete, cohesive experience.

This approach doesn't just save time; it amplifies your impact. Instead of creating entirely new content for each platform, you're maximizing the reach of every piece of valuable information you share.

## Using Your Monthly Resources as a Team

Each month, you receive a [content inspiration guide](#) and [content calendar](#) as jumping-off points for your communications. These resources are suggestions—adapt them to fit your county's needs, audience, and capacity.

**If you're super busy or working solo:** Use the monthly content calendar as-is. The suggested posts are ready to go and seasonally appropriate.

**If you have more time or a team:** Use the resources as inspiration. Take a suggested social media post about pollinators and expand it into a blog post, newsletter article, and social media series.

**Share the resources:** Make sure everyone on your team has access to the monthly materials, then decide together which suggestions to use, adapt, or expand.

## For Teams of All Sizes

**Flying solo:** The monthly content calendar becomes your roadmap. Use it as-is when you're busy, or as inspiration when you have more time.

**Small team (2-3 people):** Divide up the monthly suggestions. One person might focus on developing blog content while another handles social media, all using the same monthly themes.

**Larger team:** Use monthly planning meetings to review the resources together and decide who will take the lead on which suggested topics.

### Simple Coordination Systems

**Monthly planning:** Start each month by reviewing the content inspiration guide together. Decide which suggestions to use as-is and which to adapt for your county.

**Cross-platform thinking:** When developing content from a monthly suggestion, plan how it can work across platforms from the start.

**Support each other:** When one team member expands a monthly suggestion into detailed content, others can create complementary posts or cross-promote the work.

### Be Clear with Content Creation Needs

**Deadlines:** Set clear deadlines with your team members, allowing them sufficient time to complete their tasks while also providing you with enough time to schedule the post, format the newsletter, or load the blog onto the website.

**Content Needs:** Provide your content creation team with a list of what is required to successfully post the content. That list should include:

- Copy of the post (the text that goes into a social media post, or a blog, or newsletter article)
- Author of copy (for blog & newsletters)
- Image or graphic (specify size and number of images needed)
- Alt Text for all images
- Photo copyright credit
- Links to any other content or events
- Hashtags (for social media only)

### Important Legal Reminder

All social media accounts, websites, and digital platforms must be legally owned by your County Coordinator or County Staff person. While volunteers can manage day-to-day content, official ownership ensures continuity and protects the program. Make sure your coordinator has all login credentials and administrative access.

### The Bottom Line

Your monthly content resources are designed to make coordination easier and reduce the pressure of constantly creating new content. Use them as-is when you're busy, or as inspiration when you have capacity to create something unique for your county.

Contact Barbra Braaten at bbraaten@ucanr.edu for help using the monthly resources to strengthen team coordination.



# Smart Content Management: Repurpose, Recycle, and Organize Your Way to Easier Communications

Creating content doesn't have to be overwhelming when you have a foundation to build on. Each month, you receive a content inspiration guide and content calendar—use these as jumping-off points to create a sustainable content management system.

## Your Monthly Head Start

**Content inspiration guide:** Important dates and holidays relevant to gardening, plus content ideas to spark your creativity.

**Monthly content calendar:** Ready-to-use social media post suggestions that you can use as-is or adapt for your county's unique programs and audience.

**Use them your way:** Super busy? Post the suggestions as-is. Have more time? Use them as inspiration for blog posts, newsletter content, or county-specific adaptations.

## The Magic of Content Repurposing

Content repurposing is taking one piece of content and adapting it for multiple uses. A blog post about container gardening on your website becomes a newsletter feature story, which is then repurposed into a week's worth of social media posts featuring quick tips, photos, and engagement questions. One piece of content, multiple ways to reach your audience, and much less work for you.

This approach works because different people consume content differently. Some prefer detailed blog posts, others scan newsletters, and many get information through social media. By repurposing content, you meet your audience where they are without creating entirely new material each time.

## Smart Repurposing with Monthly Resources

**Expand suggestions:** Take a suggested social media post about water-wise gardening and turn it into a blog post about drought-tolerant plants for your specific region.

**Break down content:** Write a detailed newsletter article about spring garden prep, then use the monthly content calendar suggestions to break it into daily social media posts.

**Localize suggestions:** Adapt general gardening tips to highlight your county's climate, local resources, or specific programs.

## Content That Cycles Back

**Annual planning:** Save each month's resources. Next year, they will become your starting point for updated, improved content.

**Seasonal relevance:** The topics in your monthly calendars—such as pruning, planting, and harvesting—remain relevant year after year. Refresh with new photos and local examples.

**Build your library:** Each year, expand on different monthly suggestions to gradually build a comprehensive content library.

## Simple Systems That Work

**Monthly resource filing:** Keep each month's inspiration guide and calendar for next year's planning.

**Track successes:** Note which monthly suggestions worked best for your audience—prioritize similar content next year.

**Adapt and document:** When you modify a monthly suggestion for your county, save your adaptation for future use.

## Making It Sustainable

**Start with suggestions**: Use monthly resources as your foundation rather than creating everything from scratch.

**Build gradually:** Each month, choose one or two suggestions to develop into more detailed, county-specific content.

**Permission to use as-is:** Busy months happen. The monthly content calendar is designed to work without modification when you need it to.

Smart content management starts with the resources you already have. Use the monthly content calendar and inspiration guide as your foundation, then adapt, expand, and localize based on your capacity and your county's needs.

# IWP Tune-Up: Essential Website Updates

As we settle into our new Drupal platform, here's a quick checklist of important items to update that will make a big difference in how your program appears to the community.

## Page Names
**Fix:** Use "UC Master Gardeners of [Your County]" - not "UCCE Master Gardeners" or other variations. This helps people find your program in the content hub. See our writing guidelines for more information.

## Mission Statement
**Use the official version (no changes):** "To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California and be guided by our core values and strategic initiatives."

## Hero & Primary Images
**Update:** The Hero Image is the large image at the top of your homepage. A Primary Image is the large image at the top of any page other than the homepage. Use high-resolution photos of your demonstration gardens, volunteers, or local landscapes. Blurry images hurt your first impression. Use our Canva templates to make sure your images are the right size.

## Events
**Post properly:** Use the "Event" content type in Drupal, not just text on your homepage. This makes your events discoverable in the statewide content hub and gives you professional event pages. Learn how in our guide.

## Photos Everywhere
**Add photos to every page and event:** Content with photos gets significantly more clicks in search results. Use authentic local photos over stock images.

## Social Media Links
**Connect your accounts:** Add your social media as content types in Drupal so they appear in your site menu automatically. Learn how in our guide.

## Homepage Strategy
**Welcome newcomers:** Include clear explanations of what UC Master Gardeners do, how you benefit the community, and easy ways to get involved. Many visitors are discovering you for the first time. Get our tips in our How to Set Up a Simple Homepage guide.

## Good News!
Donation buttons are now automatically linked to your specific county fundraising pages - no need to have an extra link on your page - one less thing to worry about.

Questions? Need help with any of these updates? Contact Barbra Braaten at bbraaten@ucanr.edu.

# IWP Updates

Great news! The IWP team has released two new features that will make managing your website easier and help you create more professional-looking content.

## Custom URL Slugs: Keep Your Links Working

You can now [customize your page URLs](#) separately from your page titles. This new field appears right under your content title and lets you create clean, permanent URLs.
**Why this helps:** Update your page title from "Spring Tomato Workshop - March 2025" to "Spring Tomato Workshop - April 2025" while keeping the same URL (/tomato-workshop). All your shared links on social media, newsletters, and printed materials keep working!
**How to use it:** Look for the custom slug field under your title when creating or editing content. Enter your preferred URL (like "tomato-workshop") and it stays the same even when you change titles.

## CKEditor Bootstrap Grid: Professional Layouts Made Simple

The new [Bootstrap Grid module](#) lets you create professional column layouts directly in your text editor - perfect for side-by-side content that works on all devices.
**Why this helps:** Easily create professional layouts like text beside images, three-column program highlights, or organized event information without any technical skills.
**How to use it:**
1. Click the new Bootstrap Grid icon in your text editor toolbar
2. Choose your layout (2 columns, 3 columns, etc.)
3. Click inside each column to add your content
4. Your layout automatically works on mobile devices

**Great for:** Workshop promotions, volunteer spotlights, program comparisons, and any content where you want text and images side-by-side.

## Getting Started

Both features are available now in your Drupal editor. Try starting with a simple two-column layout for your next event page, and use custom URLs for content you'll reference often in your marketing.

Need help? Check the IWP Training site for detailed guides, join our Tuesday office hours, or email [iwp@ucanr.edu](mailto:iwp@ucanr.edu) for support.

## Canva Template Updates

Canva has changed how we access templates. To take full advantage of the Canva templates we have for UC Master Gardeners, please follow these instructions:

UPDATED INSTRUCTIONS 7.17.25:
1. Click on the image to open the template
2. The link will open the file in view-only mode
3. Once it opens in your Canva account, go to **File** and click **Make a Copy**
4. You'll now have an editable version that you can customize with your own information

If you have questions about using Canva or run into issues with the templates, please contact Barbra Braaten at bbraaten@ucanr.edu.
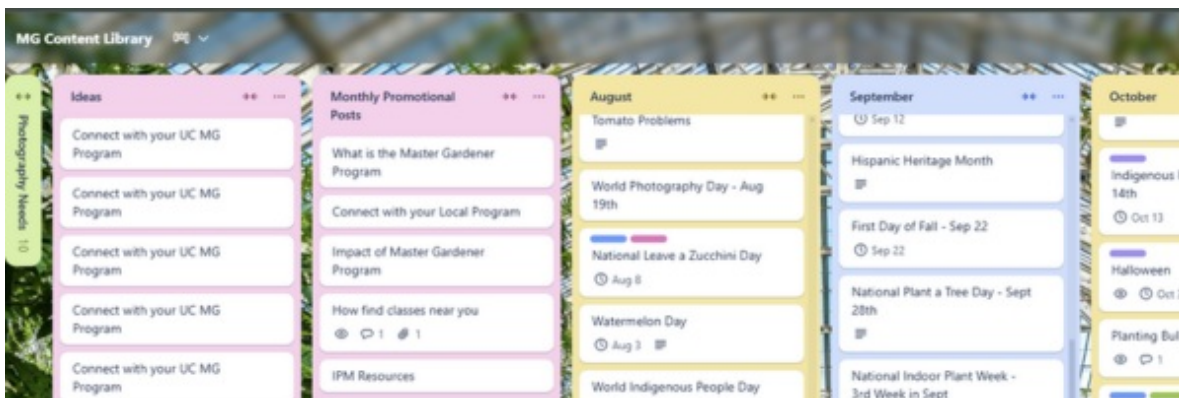


## Resources: Trello

Trello is a free, visual project management tool that works like a digital bulletin board—perfect for managing your UC Master Gardener content from idea to publication and beyond.

### Why Trello Works
**Visual organization:** Digital sticky notes on a bulletin board Team collaboration: Multiple people can access and update boards in real time Free to use: Everything most programs need is included in the free version

### Real-World Example: Perpetual Content Calendar
The UC Master Gardener statewide team uses this system:
**Setup:** Create lists for each month (January, February, March, etc.) plus "Recurring Monthly Posts"
**Monthly cards contain:**
- Social media content ideas for that month
- Blog post ideas for seasonal gardening tasks
- Relevant holidays (National Pollinator Week, Earth Day, etc.)

**At month's end:** Drag the completed month to the end of the year, creating a perpetual calendar
**Recurring content card:** Monthly posts like:

- "Find us on YouTube for video tutorials"
- "Sign up for our newsletter for monthly gardening tips"
- "Contact our help desk with your gardening questions"

This ensures you never miss seasonal content and always have backup posts ready.

A perpetual calendar system transforms your content management from reactive to proactive. By organizing content by month and cycling through seasons, you ensure timely, relevant content while building a valuable library that improves year after year.

---

## Upcoming Marketing Training & Events:

**Office Hours: UC Master Gardener Communications**
Every Tuesday, 11 am -12 pm
Zoom link:
https://ucanr.zoom.us/j/96405979243?pwd=F6p7QLOzFIlgPZQIq1hbsdoXZwmHl9.1

### Previous Recordings

**From Spreadsheet to Spotlight in One Sheet**
https://youtu.be/Apx1WFCO60A (June 2025)

**National Volunteer Appreciation Month**
https://www.youtube.com/watch?v=WQxlxS1c5jg (April 2025)

**Volunteer Communicator Orientation**
https://www.youtube.com/watch?v=XutHQatDGmg (Oct. 2024)

**Newsletter Best Practices**
https://youtu.be/9uEOFPC2WvU (Jul. 2024)

**Social Media Accessibility Guidelines**
https://youtu.be/d1XAnZCcHyU (Aug. 2024)

**Rooted in Marketing Past Issues:** https://link.ucanr.edu/rooted

---

**Private Facebook Group for UC Master Gardener Communicators**

**Join**

---

**Subscribe to get the monthly issues of "Rooted in Marketing"**

**Subscribe**

---

Thanks for reading this month's issue! To submit questions, topic suggestions, or feedback, email Statewide Communications Specialist Barbra Braaten at bbraaten@ucanr.edu.

**Our Mission**
*"To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California."*