

MARKETING AND COMMUNICATIONS NEWS

COVID-19 Resources

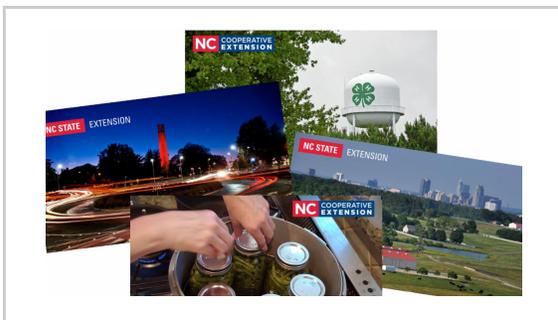
Now more than ever, there's a need for timely, trustworthy information, as COVID-19 disrupts every aspect of our personal and professional lives. Working together, Extension can support the safety and well-being of North Carolinians over the coming days. We're sharing resources here to help all of our employees along the way – thank you for your resilience and dedication!

Extension Launches COVID-19 Website

COVID-19 has disrupted our lives and routines, from how we work, play and parent, to how we learn, shop and connect with our communities. To help North Carolinians adjust to this “new normal,” NC State Extension has launched the [COVID-19 Resources Portal](#).

This website will feature content from Extension specialists and subject-matter experts, promoting research-based information to help our state navigate the COVID-19 pandemic and address challenges associated with the virus.

[Visit COVID-19 Portal](#)



Zoom Virtual Background Graphics Now Available

We've created sample images with NC State Extension and N.C. Cooperative Extension branding for use as virtual backgrounds during Zoom meetings.

First things first, find guidance on how to customize your Zoom background, along with other info and teleworking tips, on the [COVID-19 site here](#).

- [Download Graphics \(Drive\)](#)

Video Resources, Guidance on Captions and More

Videos and teleconferencing are great ways to stay connected with your audiences. Between YouTube, Zoom, captions and so on, it's also a lot to digest. Find resources below to help you navigate these turbulent times and connect with clients.

- Review our [Video and Zoom Resources](#).
- Then check out EIT's [Tips for Creating Engaging Videos](#).

Tips for Creating Closed Captions *(Simone Keith, EIT)*



Sharing is Caring: Submitting Stories, Web Content

HOW TO SHARE INFO FOR EXTENSION'S COVID-19 PORTAL:

The new [Extension COVID-19 Resources site](#) is a one-stop-shop to highlight Extension resources and expertise statewide. Follow these steps to share timely updates with us for the site:

1. Add updates to your county/program sites as "News posts" (not "Pages").
2. Email Justin Moore (tjmoore3@ncsu.edu) and Julie Hayworth-Perman (jhaywor@ncsu.edu).
3. We will review, potentially clean up the post and add to COVID-19 site.

HOW TO SHARE STORY IDEAS:

NC State and CALS are working to promote positive stories from our

communities – help us showcase your innovation and impact across Extension.

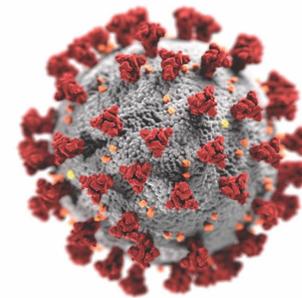
1. Identify local success stories and examples of innovation and resilience—how is Extension helping North Carolinians deal with COVID-19?
2. Use our [Story Submission Form](#) to share your ideas.

[Find Extension Storytelling Resources »](#)

VISIT THE BRAND SITE:
go.ncsu.edu/ExtensionBrand

NC State COVID-19 Resources

NC State continues to prepare for and address COVID-19's impact on our university community, and various resources are available to provide assistance and further information throughout the pandemic.



- [NC State Coronavirus Response](#)
- [CALS Coronavirus Response](#)
- [Extension COVID-19 Resources](#)

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NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension.

NC State and N.C. A&T are collectively committed to positive action to secure equal opportunity and prohibit discrimination and harassment regardless of age, color, disability, family and marital status, gender identity, genetic information, national origin, political beliefs, race, religion, sex (including pregnancy), sexual orientation and veteran status.

