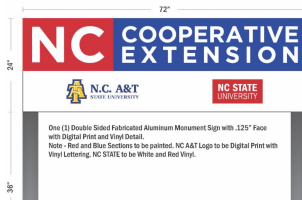




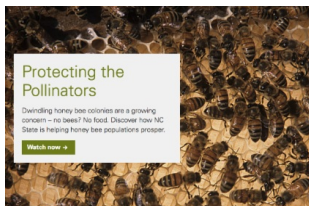
Monthly Extension Marketing and Communications Newsletter



Cost share for local signage updates still available

Funding is still available to assist with signage updates for county centers and facilities that haven't replaced their displays/signage per the current brand standards. Our goal is for every center to be on brand this fiscal year, so take advantage of the cost-share opportunity to update your local signage and promote our Extension brand statewide.

[Learn More »](#)



Homegrown web series entering next phase

Homegrown, our contemporary web-based video series that launched this spring, has been enthusiastically received by individuals throughout Extension. With internal audiences on board, the Homegrown team is making plans for a consumer launch of the program heading into the fall.

[Learn More »](#)






Mapping State's impacts, statewide

NC State is still looking for stories about the university's impact in local communities. The examples will populate a new, interactive map highlighting NC State's impacts across North Carolina, from influential alum to research and Extension. Email your stories to tim_peeler@ncsu.edu and please include a photo. View our June issue for more details (click link below).

[Learn More »](#)

Which social media platforms are best for you? (Part II)

Channels			
	 Pinterest	 LinkedIn	 YouTube
	Where we envision	Where we influence	Where we extend stories
Audience	<ul style="list-style-type: none">• 200 million monthly users• 60% of users have children under 5 in the home• 1 out of 2 millennials use Pinterest monthly <small>*Source is Pinterest</small>	<ul style="list-style-type: none">• 250 million active monthly users• 57% are male	<ul style="list-style-type: none">• 73% of U.S. adults use it• 91% of adults aged 18-29 use it
Use it to...	<ul style="list-style-type: none">• Share and show information• Inspire	<ul style="list-style-type: none">• Forge connections• Educate• Build expert credibility and thought leadership <small>*Source is Social Media Today</small>	<ul style="list-style-type: none">• Humanize your brand• Create an image of authority• Build credibility and trust• Engage <small>*Source is Forbes</small>
Best for...	<ul style="list-style-type: none">• Content that inspires and informs• Visuals with text overlays• Curating content for your audience	<ul style="list-style-type: none">• Content that influences• Content that humanizes your brand• Educating• Building expertise <small>*Source is Forbes</small>	<ul style="list-style-type: none">• Long format videos like documentaries• How-to guides and tutorials• Product reviews• Vlogs• Educational videos <small>*Source is InfluencerMarketingHub.com</small>
When to post...	<ul style="list-style-type: none">• Saturday evenings	<ul style="list-style-type: none">• Midweek from 5 to 6 p.m.• Weekday mornings from 8 to 9 a.m.	<ul style="list-style-type: none">• From 2 to 4 p.m.• Monday-Wednesday or between 12 and 3 p.m. Thursday and Friday

[Click image to view online \(PDF\)](#)

Required Statements and How to Reference Extension

What's the correct way to refer to my county center?

Do I always have to capitalize "Extension"?

When do I include non-discrimination, printing cost or accommodation statements?

Visit the brand site to find useful guidance on everyday standards for referencing Extension and incorporating certain statements that are required by law.

[Learn More \(County\)](#) [\(Campus\)](#) »

**FIND MORE EXTENSION BRAND INFO:
go.ncsu.edu/ExtensionBrand**

Sampling of other tools and resources to utilize:

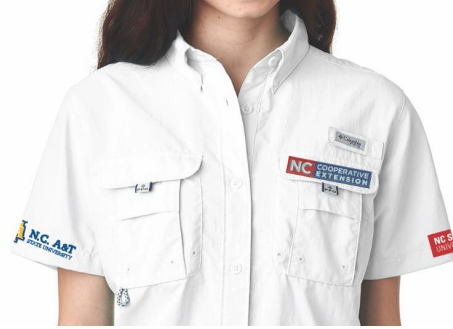
- Email signature format [\(County\)](#) [\(Campus\)](#)
- Constant Contact templates [\(County\)](#) [\(Campus\)](#)
- Photo resources [\(County\)](#) [\(Campus\)](#)
- [Icons toolbox](#)

Shirts Order Update

Thank you to everyone who was able to get orders placed for their county and campus groups! For those groups that have not submitted orders, you'll have another chance to order individually once a new webpage is

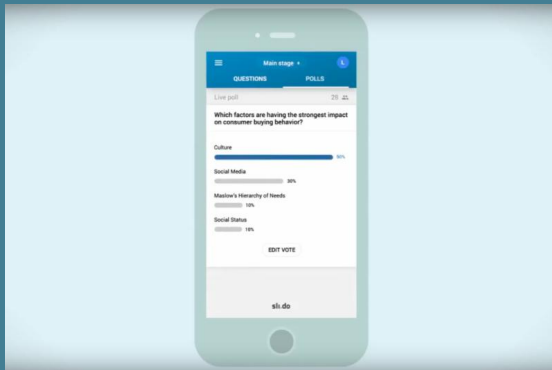
launched that will offer the shirts by September.

Regarding next steps, the shirts are being embroidered in Raleigh at this time.



This was a large, complex order, so it will take time for the vendor to run the full job and ship the final shirts. Once completed in August, the shirts will be shipped directly to your county center or department; you don't need to pick them up or submit more information.

Cool Tech Tool: Sli.do



Looking for ways to make your presentations more engaging? Sli.do is a Q&A and polling tool that lets your audience submit questions and respond to polls in real time during your talk. You can share three polls per event at no cost, with up to 1,000 participants and free analytics. Additional features are available for a fee ([view Education pricing](#)).

[Check It Out »](#)

Bonus Tool! **AnswerGarden** is another resource to liven up your presentations through audience engagement. This tool transforms user feedback into word clouds that evolve as people submit their responses. Simple and free!

Customer Experience | Phone Skills 101

The key to building any brand is consistency. Our Extension Talent and Organizational Development team (ETOD) has launched a series of training modules from Canity to help equip everyone to deliver a consistently positive experience for our customers.

The first module, "Phone Skills," is available now. Here are a couple quick examples of how to answer the phone at one of our county centers:

- "Hi, this is <Your Name>, thanks for calling N.C. Cooperative Extension, <Your County> Center."
- "N.C. Cooperative Extension, <Your County> Center, this is <Your Name>. How may I help you?"

[View the Training Module | Phone Skills Guide \(PDF\)](#)

INTRODUCTION
The success of any organization is the success of its employees. In this training module we will provide you with the tools and skills you need to help you, your agency, and our customers in the most effective way possible.

FIRST IMPRESSIONS
The first 30 seconds of a call are the most important. This is the time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression.

HOW ARE YOU?
The first 30 seconds of a call are the most important. This is the time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression.

GET TO THE POINT
The first 30 seconds of a call are the most important. This is the time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression.

VIP TREATMENT
The first 30 seconds of a call are the most important. This is the time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression.

DON'T SAY SORRY
The first 30 seconds of a call are the most important. This is the time to make a good first impression. You have a limited time to make a good first impression. You have a limited time to make a good first impression.

Please accept my apologies.

[View the Marketing and Communications Newsletter Archive >>](#)

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.

