

## MARKETING AND COMMUNICATIONS NEWS



## Social Media Training, Tools Added to Brand Site

During the summer, we offered a social media training to help employees plan and coordinate local social efforts more effectively. You can now find a recording of the training and a variety of new tools on our brand site. More to follow!

[N.C. Cooperative Extension | NC State Extension](#)



## New Banners, Event Materials Available for Purchase or Loan

Employees can review and order commonly requested N.C. Cooperative Extension and NC State Extension signage and event marketing items - like **banners and displays**, local signage and more - directly from our state vendor.

[Get started »](#)



## More Extension Impact Resources Now Available

Check out [Extension Stats and Strengths](#) to utilize new and updated impacts resources. Recent materials include our Extension impacts brochure, 4-H impacts report and an updated N.C. agriculture industry overview booklet.

[Visit site »](#)

## Deadline Approaching for 2019 Project Requests

The deadline to submit 2019 project requests for CALS Communications is **November 1**. Requests submitted after this date will be reviewed for the 2020 project calendar. Please plan ahead and use the [Project Request Form](#) when design and development support is needed for Extension initiatives.

[Read more »](#)

## New Extension Story Development Tool

We've created a new [story development worksheet \(PDF\)](#) to help you identify impactful topics, outline key components and drive local goals through your stories. Use this simple worksheet to craft more strategic stories that will elevate your efforts and grow our Extension brand.

[Explore Extension Storytelling »](#)

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## Homegrown: Everyday Solutions for Everyday Lives

Our [Homegrown web series](#) is a great resource for reaching a broad consumer audience throughout North Carolina. [Subscribe](#) to receive a monthly digest of new videos, along with seasonal tips and tools that can be useful for local outreach. You can also [submit video ideas](#) for Homegrown — make sure you review the [Standards and Guidelines page](#) for criteria and promotional materials.

[Learn more »](#)



## Cool Tech Tool | Sprout Social



You have a great pic that you want to use on one of your social channels - maybe a banner, profile image or just a new post - but it's the wrong size. What now?

With Sprout Social, you can quickly load and resize images for specific social networks for free! Find up-to-date image guidelines for many social channels as well, including Facebook, Twitter, Instagram, Pinterest and more.

[Get started »](#)

*Disclaimer: NC State Extension does not formally endorse or promote any specific brand, product or service mentioned herein.*

## Resource Reminder

We're consistently adding new and updated materials to the brand site, so check in regularly and let us know if you have ideas or needs for other items. Here are a couple resources worth remembering in the meantime:

## Online Store Offers On-Brand Apparel, Promos

If you haven't explored the new online store, check it out! We've partnered with a vendor to offer branded items for both our N.C. Cooperative Extension partnership and NC State Extension. *University login required.*



[Explore the store »](#)

## Build a Better Marketing Plan for 2020

As 2019 winds down and we begin looking ahead to the new year, make sure your resolutions for 2020 include a marketing plan for your county center. Our "Building an Effective Marketing Plan" process can help your teams become more strategic, successful marketers while focusing on local goals. Working with your team, you can develop a strategic blueprint that fosters cohesion across local programs and helps everyone report targeted impacts for the year.

[Get started »](#)

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## Visit Us at Extension State Conference!

The NC State Extension Marketing and Communications team is here to help you connect with your audiences, promote your impacts and tell your stories. During this year's Extension State Conference, we will have an Extension MarComm booth and invite you to come see us.

Visit us October 29 and October 30 (Tuesday and Wednesday) in the Raleigh Marriott Crabtree Valley for information on some of our latest resources and efforts, or just stop by to chat, ask questions and get help with local projects. We hope to see you in Raleigh!

[Learn more about our team »](#)

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

VISIT THE BRAND SITE FOR MORE:  
[go.ncsu.edu/ExtensionBrand](http://go.ncsu.edu/ExtensionBrand)



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 University provides equal opportunity and affirmative action efforts, and prohibits discrimination, harassment and retaliation based upon a person's race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, gender identity, genetic information, sexual orientation or veteran status.

