



UC Master Gardener

Social Media Prompts & Ideas - Dec

Social Media is here to help extend the reach of the UC Master Gardeners. Here are some ideas to help you create interesting content for the next month. These are suggestions pick and choose what works best for your county.

Inspiration & Prompts

- December is National Giving Month, and most donations are made in December. Share your links to donate and explain how a donation will make a difference to your program.
- What's happening in the garden this month - December Garden Tips
- Share tips for growing herbs for tea on International Tea Day.
- Winter Solstice is a great day to change your cover photo on Facebook.
- When posting holiday messages, please include all holidays or post a general Happy Holidays message.

Monthly Observances:

- National Giving Month
 - Share how donations have impacted your program in the past.
 - Share a reminder to give towards the end of the month too!

Daily Holidays & Observances:

- 12/2 - World Population Prevention Day
- 12/3 - Giving Tuesday
- 12/12 - National Poinsettia Day
- 12/15 - International Tea Day
- 12/21 - Winter Solstice

Important Reminders:

- Do NOT put links on images. All links should go in the body of your Facebook post.
 - On Instagram links ONLY work in your bio. Do not put links in the body of the post.
- When posting photos, remember to include ALT Text for accessibility purposes.
- Only use images with permission and credit photographers.
- Please include the following hashtags on all posts:
 - #UCMasterGardener #UCANR
 - Also, include any hashtags for your county and post specific hashtags

If you have any questions or would like a one-on-one session to discuss your county's marketing please contact the UC Master Gardener Statewide Communications Specialist, Barbra Braaten: bbraaten@ucanr.edu

