Promoting Your Program:
How to work with IFAS Communications
OVERVIEW

• What is IFAS Communications?
• How to promote your program
• Working with IFAS Communications
• Questions
What is IFAS Communications?

• Full service strategic communications department

  • Creative Services and photography
  • Media Relations
  • Social Media
  • Web Services
  • Video
  • Extension Bookstore
5 Tips to Promote Yourself, Your Program

1. State your priorities:
   • Food insecurity
   • Income inadequacy
   • Clean water
   • Food and nutrition issues
5 Tips to Promote Yourself, Your Program

2. State your solution:
   • Research
   • Innovative teaching programs
   • Extension
   • Global reach
5 Tips to Promote Yourself, Your Program

3. Identify your audience:
   • Prospective and current students
   • Administrators
   • Media
   • Legislators (local, state, national)
   • Business leaders
   • Organizations
   • Other research institutions
   • Donors
5 Tips to Promote Yourself, Your Program

4. Identify key messages:
   • What are you trying to convey to your audiences?
   • What is the central message?
   • If more than one message, which are the most important?
   • How can you make your message more easily understood?
5 Tips to Promote Yourself, Your Program

5. Work with IFAS Communications

• Provide stories of research, teaching and Extension
• Work with writers to reach target audiences
• Determine if the story must rely on published research, or is there an interest in a working theory?
• Be available to speak as a thought leader and expert on subject
Examples:

- http://news.ifas.ufl.edu/
- http://www.floridatrend.com/article/17124/a-better-tomato--harry-klee
- http://www.huffingtonpost.com/frank-mazzotti/pythons-everglades-study_b_1257911.html
- http://miami.cbslocal.com/tag/frank-mazzotti/
Working with IFAS Communications

• Contact the individual via web or phone
• Engage us as early as possible
• For the most part, services are free to faculty
Questions/Comments?