

# VIRTUAL UF/IFAS COMMUNICATIONS BOOT CAMP TACTICAL SKILLS TRAINING WORKSHOP

All times are EST

## Blogs

### Bloggng Best Practices

**Mon. May 10, 10:00am-10:45am EST**

In this session we will discuss blogging best practices including, how to become a blogger, publishing a post, approved photo sources, using categories and tags, creating a series, accessing analytics, blog feeds and more! Tips will be shared for both novice and experienced bloggers.

### Video Tips for Bloggers

**Wed. May 12, 10:00am-10:30am EST**

This session is targeted towards Blogs.IFAS bloggers. In this session we will discuss video tips and resources for bloggers.

## EDIS

### Writing For EDIS

**Thurs. May 13, 2:00pm-2:30pm EST**

In this session we will discuss readability, OJS tips, and knowing your audience.

### Introduction to the new EDIS: Ask IFAS platform

**Mon. May 10 1:00pm-2:00pm EST**

25 years in the making, phase one of the new EDIS public website, Ask IFAS, launches April 27! This session provides a guided tour of the new interface and an outline of planned new development. This session is designed for Ask IFAS website users; however, anyone is welcome to attend.

## Creative Services

### Branding Q&A

**Thurs. May 13, 10:00am-10:45am EST**

This 45-minute session will be broken into two parts. In the first part we will show you where you can locate UF/IFAS brand assets. In the second part we will open it up to a Q&A. We request that you submit Q&A questions at the time of registration.

## Developing Content for Infographics

**Thurs. May 13, 3:00pm-4:00pm EST**

In this session we will discuss the ideal formula for infographic content, topics that work well on social and more.

## Media/Public Relations

### Communicate Your Science: Researcher-Focused Media Training

**Tues. May 11 2pm-3pm EST**

This session will help anyone conducting UF/IFAS research learn to identify when a project is newsworthy, discuss how to get your science into the hands of journalists (work with your PR team!), and increase your comfort level with the process of media interviews. Content discussed will focus on communicating about research.

### A Reporter Called Me! What Do I Do Now?

**Thurs. May 13, 11:00am-12:00pm EST**

Call your PR specialist and be prepared! Learn what makes a good story, why we DO want to answer the media and how you can do your best in interviews. This session will focus on media interview strategies with specific guidance for virtual interviews. Content discussed will be most applicable to those who participate in media interviews.

## Photo

### What Camera Should I Buy?

**Tues. May 11, 3:30pm-4:30pm EST**

We will explore whether you should consider a dedicated camera, as well as explain some of the confusing terminology when researching the photography options. Specifically, the pros and cons of smart phone vs. camera photography, as well as pros and cons that newer camera technology, such as mirrorless options, have in respect to DSLR or point and shoot.

## Social

### Social Media in 5 Minutes a Day

**Tues. May 11, 10:30am-11:15am EST**

Social media isn't your only job. We get it. How can you balance your social presence while getting everything else done? We'll show you. Format is presentation followed by a Q&A.

### Making the Social Algorithms Work for You

**Fri. May 14 9:30am-10:15am EST**

Social media platforms use an algorithm to determine how many people see your content. How do they work? How can I use them to my advantage?

## Video

### Optimize Your YouTube Channel- Part Deux

**Wed. May 12, 2021, 2:00pm-2:50pm EST**

This session is a follow-up to the original session offered in 2020, and will cover tips on ways to increase the "findability" of videos on IFAS YouTube channels.

## Web

### Automatically Display EDIS - Extension Publications On Your Website

**Tues. May 11, 9:00am-9:30am EST**

Are you ready to let EDIS do the work of managing and updating Extension publications on your website?

This session discusses Integration between TermianlFour(T4) websites and EDIS.

Learn how to connect directly to EDIS and AUTOMATICALLY display publications by topic(s) and author name(s).

You do not need access to T4 to attend this training.

Open the attached PDF to access hyperlinks.