

MARKETING AND COMMUNICATIONS NEWS



Extension Launches New Online Store

We've partnered with Staples to launch a new online store with branded apparel for both NC State Extension and our N.C. Cooperative Extension partnership. *Login below with your Unity ID for more details.*

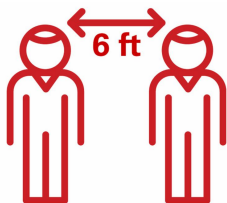
[Get started »](#)



Tools for Communicating Local Impacts

The pandemic has magnified the need to demonstrate Extension's value across the state. But where to begin? How do you maintain visibility and communicate effectively when everyone is isolated?

[Learn more »](#)



COVID-19 Tools and Resources

NC State continues to provide materials and guidance to help employees navigate the pandemic and adjust to reactivation efforts, both on campus and across the state. Many items can be used for off-campus facilities and activities.

Extension Reactivation Guidance

As Extension continues to experience a gradual transition in our county

Signage and Templates Available

NC State has created a variety of [downloadable signs and graphics](#).

centers, we've worked with the university to develop a [manual](#) that presents COVID-19 safety protocols and creates a safe and supportive work environment. Campus-based Extension personnel can refer to NC State's [campus return-to-work guide](#).

[Read more »](#)

The items include [health reminders and wayfinding signage](#), as well as a variety of [customizable templates](#) for displays, social media and other channels. You can order many of these materials from [Wolf Xpress](#). Extension's Food Safety team also offers a wealth of [materials](#).

[View resources »](#)

Protect the Pack

NC State's [Protect the Pack](#) site is a one-stop source for information related to COVID-19 and reactivation efforts. A [communications toolkit](#) includes downloadable digital and print assets, videos, event guidance, media resources and more, which UComm will continue to update regularly.

[Visit Protect the Pack »](#)

Find more COVID-19 info and updates:

- [Extension COVID-19 Resources and Information](#)
- [CALs Admin Updates – COVID-19](#)



Extension Impact and Reporting Resources

NC State Extension's [2020 Annual Impact video](#) is now available! Find the video, along with our latest [annual report](#) and other impact resources, at [Extension Stats and Strengths](#).

Additional materials include our Extension impacts brochure, 4-H impacts report, an updated N.C. agriculture industry booklet, impact graphics for use in your local communications, and a [county profiles database](#) with details on local economies, population demographics, employment info, agriculture and local food, and more for every county.

[Visit Extension Stats and Strengths »](#)

Cool Tech Tool | Social Media Analytics Overview



Want to track your Facebook and Twitter posts to see how they're performing, but not sure how? Extension Social Media Specialist Sara Awad walks through the steps to capture valuable social analytics in two new videos. Visit the [brand site](#), or use the links below:

Bonus Social Tool

Review this [COVID-19 Social Media Checklist](#) from Ignite Social Media for recommendations on responsible, impactful social media practices during the pandemic. Refer to Extension's [social media messaging themes](#) for guidance on everyday social communications.

Homegrown: Everyday Solutions for Everyday Lives

Our [Homegrown web series](#) is a great resource for reaching a 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 [guidelines](#) — we want to showcase your expertise!

[Visit Homegrown »](#)



Check out our latest segments, like [The Future of N.C. Agriculture](#), and use the videos in your local efforts to help connect the public with Extension.

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

VISIT THE BRAND SITE FOR MORE:
go.ncsu.edu/ExtensionBrand

We're consistently adding new and updated materials to the brand site, check back regularly and [let us know](#) if you have ideas or needs for other resources.



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.

