

Telling Our Stories

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Why Telling Your Story is Important

- Building a reputation and presenting an authentic voice for work and business
- Adding value
- Educating
- Inviting engagement
- Building relationships and networks

What stories do you want to tell???

Setting Goals for Social Media: Content Strategy

Setting goals for social media is essential.

What are your goals?

What's working for you?

What would you like to explore today?



Audience

Consider...

- Age
- Geography
- Interests
- Industry
- Groups
- Other



Places and Ways to Share Your Story

- Website
- Blogs
- Social media
- Placing articles in news media
- Guest content in newsletter
- Other

Share This


- Facebook →
- X (Twitter) →
- Whatsapp →
- Messenger →
- LinkedIn →

Article

Ranching with wolves: Ranchers lose livestock, profits, sleep

View Edit Delete Revisions

April 7, 2026 By Tracy K Schohr



From left, UC Cooperative Extension specialist Tina Saitone, Sheriff Mike Fisher and Sierra County Supervisor and a ranch manager Paul Roen. The panelists discussed wolf management strategies and the costs of ranching with wolves.

Popular Social Media Platforms

- Substack
- Instagram
- Facebook
- Threads
- Bluesky
- LinkedIn
- TikTok
- YouTube

Our Philosophy

We use the philosophy presented in John Stepper's book - [Working Out Loud](#) - for our social media work.

Summary: A relationship-based method for cultivating a purposeful network and achieving goals through visibility and generosity, rather than transactional networking.

Lead with generosity and kindness!

Hold up the work of others!

Strategies

- Your social presence should align with your goals
- Select a few platforms to be on and use them well
- Use opportunities for integration (efficiency!)
- Be consistent
- Measure results and adapt
- Consider timeliness (ex: UN Year of the International Woman Farmer - use hashtags to get into that conversation)
- Optimize your bio!



Quick Tips

- Use ALT text for photos
- Use platform tools for analytics
- Write down your goals and create a simple social media content calendar
- Evergreen content



A black insect with yellow spots rests on a green leaf. The background is neutral and out of focus.

Substack



A newsletter and publishing platform where writers share content (written, video, audio) directly with subscribers via email and a web feed. Some creators use the platform as a website.

- 35M+ active monthly users; 8.4M paid subscriptions
- Popular with independent journalists, essayists, researchers, niche experts
- Audience skews educated, adult professionals aged 25-54
- Fastest-growing creator monetization platform for written content

Instagram



A photo and video sharing app focused on visual storytelling through posts, stories, reels, and direct messaging.

- 3B+ monthly active users
- Strongest with ages 18-34; especially popular with Millennials & Gen Z
- Key platform for influencer marketing, fashion, food, travel, lifestyle
- Reels format drives much of the engagement and reach
- Part of Meta product line (Facebook, Threads)

Facebook



A social networking platform where people connect, share updates, photos and join interest-based communities.

- 3B+ monthly active users - world's largest social network
- Dominant among adults aged 25-54, but widely used across generations
- Used for family/friends, local groups, events and business pages

Threads




A text-based social conversation app, designed for public discussions tied to Instagram accounts.

- 150M daily active users, 400-450M monthly active users
- Popular with ages 18-35
- Focused on casual text posts, replies, and community conversations
- Growth trend is outpacing X
- Draws from Instagram's existing base

Bluesky

A decentralized microblogging/text-based platform.

- 43M registered users; rapid growth following X controversies
- Attracts journalists, tech professionals, academics, progressive communities
- Global following, many users aged 18-45
- Reminds many of early Twitter

 Prof Alison Van Eenennaam (@BioBeef) @BioBeef · 19m
New member joined the lab today 🥳 @ucdavis 🌱





LinkedIn

A professional networking platform for career development, job searching, industry news, and business-to-business connections.

- 1.3B members, 310M active monthly users
- Primarily working professionals aged 25-55 in white-collar industries
- Used for recruiting, B2B marketing, thought leadership, professional learning (LinkedIn Learning)
- Fastest-growing platform for knowledge-sharing content among professionals



TikTok



A short-form video platform driven by an AI recommendation algorithm that surfaces trending, entertaining, and personalized content.

- 1.9 active monthly users
- Predominantly Gen Z & Millennials; 60% of users under age 30
- Users spend a LOT of time on this platform each day
- Viral trends, music, humor, creator culture, marketing
- Fastest-growing social app of the decade

YouTube



A video-sharing platform where creators upload content ranging from tutorials and vlogs to live streams and short-form video.

- 2.74B monthly active users - largest video platform globally
- Reaches all aged groups; 18-49 core viewing demographics
- Used for entertainment, education, news, music, professional development
- Second most visited website in the world, after Google



Discussion

How can we support one another?