

# Berkeley Food Institute Communications Campaigns and Projects

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## Overview

The [Berkeley Food Institute](#) (BFI) at UC Berkeley serves as the hub and center for all things food-related on campus. From supporting students at the undergraduate up to the PhD level through coursework and research positions to advancing faculty research at the intersection of climate, health, and food, BFI works to transform what a sustainable, equitable, and just food system looks like.

As a Global Food Initiative Communications Fellow at UC Berkeley, I worked to educate and inform the public through written, online, and visual communications about UC Berkeley and the Berkeley Food Institute's programs, policies, and involvement in promoting just and sustainable food systems. This communications strategy included: creating content for BFI's various social media channels; maintaining and updating BFI's website; creating and disseminating newsletters on UC Berkeley food systems news and events as well as opportunities for students; and various research projects related to BFI's work and mission.



## Project Goals

As outlined above, the goals for my fellowship included a suite of communications efforts, from online content creation to print collateral. More specifically, my project goals included:

- Consistent posting on BFI's social media channels, including Twitter, Facebook, and Instagram to bolster engagement and expand audiences.
- Written and visual design of physical collateral to support campus-wide food systems initiatives.
- Creation and dissemination of monthly newsletters aimed at briefing the wider community on food-systems happenings on campus and within the Bay Area at large.
- Development and maintenance of BFI's website to offer and reflect up-to-date news and opportunities within the Berkeley food community.



## Social Media

As a Communications Fellow, I managed BFI's social media channels, including [Facebook](#), [Instagram](#), and [Twitter](#). Projects included campaigns highlighting our events, such as *Kid Food: An Evening with Bettina Elias Siegel*, and regularly advertising food systems opportunities for students on campus, from lectures to jobs.



[View tweet here.](#)

From March 2020 through the end of my fellowship, the focus of BFI's social media was highlighting resources for our communities and affiliated faculty work during COVID-19. We saw a sizeable increase in readership and engagement within these channels surrounding our COVID-19 coverage.

## Print Collateral

I had the opportunity to work on and contribute to a variety of print materials and projects as well. One such project was the visual design of [a memo to UC Berkeley's Chancellor Carol Christ addressing staff basic needs](#), particularly in relation to food and housing insecurity, on campus.

I also worked on several flyers and one-sheets advertising research fellowships and positions through the Berkeley Food Institute, including for [a UC Agriculture and Natural Resources Specialist position](#). I contributed both written and visual content for such projects, using extensively creative software such as Adobe InDesign.



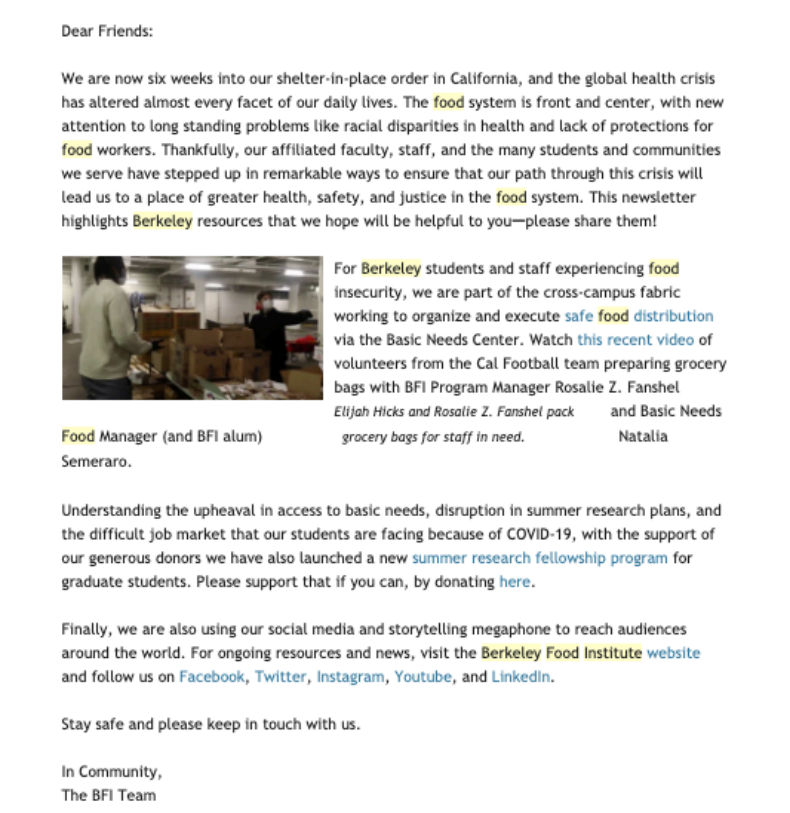
Lastly, I lead the design of [a fundraising document highlighting BFI's work and accomplishments and giving opportunities for the future of the Institute](#). Using Adobe InDesign, I designed the layout and graphic elements of this brochure and assisted heavily with copyediting and proofreading of the written content.

## Newsletters

I also lead the production and dissemination of BFI's News and Events newsletter, which reaches an audience of over 6,000 individuals.



Two of the most successful newsletters I worked on are those from [March](#) and [April](#) of this year, which provide community resources and news surrounding COVID-19.



[View newsletter here.](#)

## Website and Online Content

Over the course of my fellowship, I managed BFI's website, from updates on BFI and affiliated faculty in the media to posting jobs and opportunities for students on campus.

My biggest contribution to the website was a blog I wrote and published detailing my involvement in food systems on-the-ground, [Shaking Up UC Berkeley's Beverage Service](#). Prior to writing this piece, I participated in a semester-long case design course evaluating UC Berkeley's exclusive pouring rights contract with PepsiCo and the future of sustainable, equitable, and healthy procurement on campus.

The blog highlights my experiences throughout the course as well as those of my peers and classmates. The blog is also published on the [Rausser College of Natural Resource's website](#).

## Looking Forward

I am excited to see the future of BFI's communications efforts and campaigns continue to grow to further support and uplift the food community at UC Berkeley.

I hope to see an even further expansion of BFI's audience and community through social media, the BFI website, and through readership and engagement in print materials.

## Acknowledgements

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