

## External Communications

*Being a RIFA Fellow means you are also an ambassador for the University of California and the RIFA program. One of the best ways to do this is through telling your stories about your RIFA experiences!*

### During your fellowship:

A picture's worth a thousand words! And I know most of you are social media friendly. So, when you are posting photos and short messages for your friends and family to see, post them to RIFA as well. RIFA has a Facebook page, Twitter, Instagram and Flickr, as well as a page on the UC Davis International Programs Office website. There will also be a WhatsApp group, which is a really easy way to share your adventures with the rest of the group and us! You can post directly on the RIFA Facebook page, or tag RIFA on Instagram and Twitter using **#rifellows** **#uofcalifornia** **#uc\_\_\_\_\_ (your university)**. You are welcome to add any other hashtags.



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UC RIFA Fellows 2018

### Requirements:

- During or after your fellowship (no later than one month after the submission date of your final report) please create a 2-3 minute video describing your RIFA work and experience **or** a photo of yourself presenting a poster related to your RIFA work at a conference, meeting, etc.
- Send 2-3 photos with every monthly report and please feel free to upload more photos to the RIFA Flickr account. Please add a description of the photo in your report for our social media pages.
- Fellows will be asked to take part in a Fellow Spotlight that will be posted on RIFA's webpage. This will take place during or shortly after your fellowship. Please be available to answer questions about the work you are doing and provide an action photo.
- You may also receive requests from other media sources (such as the Global Food Initiative). Please respond to these requests. Please also make sure that Elana and the communications coordinator are aware of these requests. If you have questions about it or don't feel comfortable speaking to the source, contact RIFA staff.

### After your fellowship:

- RIFA will hold information and recruitment events in the fall. We will be seeking students to serve on student panels or make presentations about their projects.

- Plan to attend the 2019 Research and Innovation Fellows Conference as a panelist or poster presenter.
- Continue to share your photos and stories with us and tell everyone you know!