



# Promotion & Dissemination

## Traditional & Social Media

**Maryellen Driscoll**

Marketing & Communications Coordinator

New York Center for Agricultural Medicine and Health/NEC

**Kendra Martin**

Digital Media & Outreach Coordinator

AgrAbility for Pennsylvanians

# Delivering Your Message Effectively...Lots of Options!

**The Telegraph**

Home News World Sport Finance Comment Culture Travel Life Women Fashion  
Politics Investigations Obits Education Earth Science Health Defence Scotland Roy

HOME » NEWS » NEWS TOPICS » HOW ABOUT THAT?

## Cow jumps six feet on to roof

A cow has been caught jumping six feet on to a roof, after the owners thought they had been burgled.



Print this article  
Share 2K  
Facebook 2K  
Twitter 8  
Email  
LinkedIn 0  
+1 0

How about that?  
News » UK News »

A cow standing on the roof of a house in Blagdon, Somerset. Photo: ARCHANT

YouTube



0:12 / 1:10  
@Jasmine Sjogren

Cow Plays with Pilates Ball

4,834,168 views

12K 7.5K SHARE SAVE

## A one in 180 million chance a cow has quadruplets.



Eeny Meeny Miny Moo

World of Puns

Instagram: @punsonly

Albany Oregon Police Department  
4 hrs · 🌐

LOOSE COWS! Our officers are currently in the area of Nelson Place in Southwest Albany dealing with three loose cows in the road. If you own these cows, or know who does, please give us a call at 541-917-7680 so we can get them mooooved along!



# Traditional vs Social

## Traditional

Longevity

Concentrated Audience

Targeted Reach

## Social

Vast, Broad Reach

Faster Feedback

Comments & Conversation

# Objectives

- Discuss approaches & importance of media relations
- Discuss using stories & locality in traditional media
- Provide tips on media releases & pitching stories
- Resources moving forward

# Change = New Opportunities

**Number of U.S. newspaper newsroom employees declined 45% in the past decade.**

Implications:

- Newsrooms are understaffed
- Increased demand for publication-ready content
- Media chains are getting larger

# Media Landscape

- Media companies study their audience, optimize delivery methods
- Multi-media approaches layer & reinforce your message
- Allows space, words, photos, videos for more in-depth and rich stories to relay messages – more than a snapshot or headline!

# Traditional Media: Relevant

- 82% of farmers read an ag publication at least weekly (all age groups)
- 29% of U.S. farms have NO ACCESS to the internet
- Rural readers utilize local news



# Feedback from Media

*“It’s hard to deliver a prevention message without a scary accident.”*

*“Safety articles illustrate the publication’s interest in the reader as a whole person... that is a special relationship between a trade publication and its readers.”*

*“Social media hasn’t obliterated interest in in-depth, well-produced content that deliver a relevant, compelling message or story.”*



# Approaches: Communicate



Rely on communication specialists:  
writers, photographers, videographers,  
freelancers, peers



Opportunistic = Monitor Media Activity



Maintain database of “amplifiers”

# Approaches | Amplify

*Who else has an interest & can spread or amplify your message?*

- Agribusinesses
- Commodity groups
- Your organization's communications/media
- Youth & School groups
- Insurance & Financial groups

# Maine Logging Story

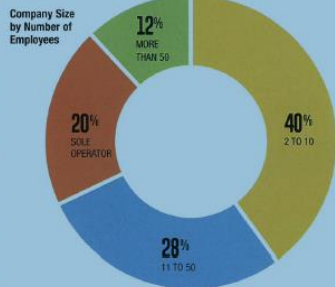
## A Look at Logger Health and Safety in Maine

Initial findings from the Northeast Center for Occupational Health and Safety's ongoing study in the state of Maine.

The first project of its kind in the northeast, the Maine Logger Health and Safety Study focuses solely on understanding the health and safety concerns of Maine's loggers. The study is a project of the Northeast Center for Occupational Health and Safety in Agriculture, Forestry, and Fishing (NEC), which promotes health and safety research, education, and prevention activities in the high-risk areas of logging, farming, and commercial fishing.

Serving a twelve-state region from Maine to West Virginia, the NEC has an extensive track record of conducting research and developing safety and health solutions for a wide variety of occupational concerns. Its "Lifejackets for Lobstermen" project is currently working to improve lifejacket designs for lobstermen along the coasts of Maine and Massachusetts. Previously, the NEC worked with Mainers to improve ergonomic designs of blueberry rakes and apple buckets. Combining the power of data with the strength of industry partnerships, the Maine Logger Health and Safety Study is the NEC's first major long-term project in the forestry industry of the Northeast.

Nationally, logging is still one of the deadliest professions, with only commercial fishing having a higher fatality rate in 2017, according to the US Bureau of Labor Statistics. The fatal injury rate for loggers is 24 times higher than the all-worker fatality rate. That said, the logging industry varies throughout the United



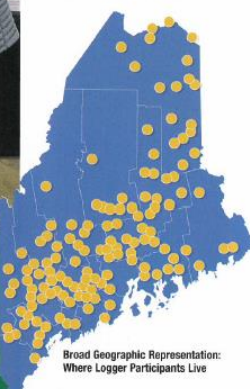
### A broad representation of the industry.

Different types of logging operations are well represented in the study, with 22% being conventional loggers, 72% mechanized, and another 6% working in both conventional and mechanical logging. The chart above shows the mix of company sizes by



MORE THAN **ONE** IN **EVERY 17** LOGGERS REPORT HAVING A WORK-RELATED INJURY OR ILLNESS IN THE PAST YEAR.

**55%** OF THE STUDY GROUP HAVE LOGGED FOR MORE THAN 20 YEARS



Broad Geographic Representation: Where Logger Participants Live

THE FATAL INJURY RATE FOR LOGGERS COMPARED TO THE ALL-WORKER FATALITY RATE:

**24** TIMES HIGHER

**ONE** OUT OF **FIVE**

### FREE HEALTH EXAMS FOR MAINE LOGGERS

Friday & Saturday, May 17 & 18 at the Loggers' Expo in Bangor

Limited spaces. Call to make an appointment: 607-282-6057

4,082 People Reached    310 Engagements    [Boost Post](#)

10    1 Comment 21 Shares

**2,542** People Reached    **68** Engagements    [Boost Post](#)

You and 4 others    6 Shares

[Like](#)    [Comment](#)    [Share](#)

Write a comment...  
Press Enter to post.

41    2    [Boost Post](#)

### LIFE SAVING REMINDER

## ALWAYS CARRY A COMMUNICATION DEVICE

Know who to call and what to do when there is an emergency. 1 in 5 loggers in our study either do not have or are unaware of their company's emergency action plan.

**Maine Logger Health & Safety Study**  
Published by Katie Franck (?) - August 16

### FUNGUS AMONG US?

Work boots protect you from the outside, but on the inside they're an ideal breeding ground for foot fungus because of the poor ventilation and damp environment.

### SUMMER TIPS TO KEEP YOUR FEET FUNGUS FREE

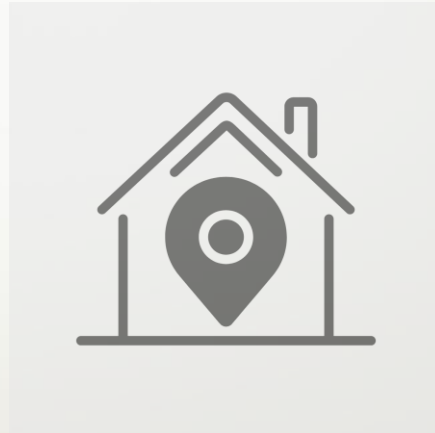
## Fungus Among Us.

Wear moisture-wicking socks and change into clean socks 2x per day - If possible change shoes every week to air out each pair to kill fungus growth - Keep toe nails trimmed - Do not share nail clippers - Let your feet breathe at the end of the day (2-3 hours) - Wear flip flops on public surfaces - Use foot powder or spray in boots and on feet before putting shoes on - Wash feet with soap and water daily, making sure to dry in between the toes

# Approaches| Go Local

## Why local traditional media (still) matters...

- Primary source for local news (school, sports, church & community)
- Shortage of good content
- Online presence
- Often part of a news group



# Approaches| Join up

American Agricultural Editors Association  
The Agricultural Communicators Network

[agcommnetwork.com](http://agcommnetwork.com)

- Members + Freelancers Directory
- Professional Development
- Regional Workshops
- Ag Media Summit:  
July 25-29, 2020 | Kansas City, Missouri



# Approaches| Join up

## National Association of Farm Broadcasters

(Radio + TV)

[nafb.com](http://nafb.com)



- Membership: Allied Industry Council
- Members Directory
- NAFB Convention
- NAFB News Service: *“Connecting the agriculture industry with 3.1 million U.S. farmers and ranchers everyday... heard on more than 1,300 stations nationwide every day.”*

# Approaches| Use Stories

- Make statistics, industry information feel more personal & real
- Memorable, human-interest capture attention
- Starts conversations, leads to more stories
- Impart experience, knowledge, lessons
- Talk across, not down
- Inspire others to share or take action



[www.tellingthestoryproject.org](http://www.tellingthestoryproject.org)

Collaborative project among Midwest NIOSH Ag Centers

First-person, Story-based, Prevention messages

Focused on storytellers

Multi-media platforms

Utilizing traditional media, digital media, photo & video,  
social media



# Telling The Story Project

Tell a story, save a life.

ABOUT STORIES VIGNETTES STORY•FRAMES RESOURCE

MOR

## SAFETY ADVOCATES SHARE THEIR STORIES

Nearly everyone has a few stories to tell about safety: how they've been impacted, what they're doing to prevent injuries, what they've learned through experience. When you share them, it's powerful.

### Samantha - Lawn mower safety



*I know many children that have been injured riding on or being near a tractor. My 9 year old daughter was backed over by a riding mower in 2013. We are commonly grouped with tractor safety.*

*We were part of a public service announcement with the amputee coalition of America regarding mower safety.*

*Before Katie's accident, we had never heard of accidents like that. Katie didn't ride on our mower, but honestly we would have let her if she would have been interested. Our son rode the mower with his dad all the time as a kid.*

*Katie was 3 at the time of her injury. It never crossed our minds to keep her inside or to **discuss mower safety** with her.*

- Samantha Eddington, Georgetown, KY

# TELL PEOPLE EVERYTHING AND THEY HEAR NOTHING...

## HERE'S WHAT NOT TO DO!

### DO NOT...

- try to summarize all of your program and all of your impact in one story.
- be too safe or too stock.
- focus on what you want to say. Focus on what you think your target audience wants to hear.
- be too salesy or cram in all of the statistics you know into one story.

# Example | NY SIS law



# “The Ripple of Impact”



# Keeping it safe on the farm

Farming isn't just hard work. It also can be dangerous work.

That's not news to America's agricultural producers. But a new website, "Telling the Story," offers worthwhile farm safety information and links. The site, [tellingthestoryproject.org](http://tellingthestoryproject.org), features firsthand accounts by farmers who have been injured on the job.

"Tell a story, save a life," the website says. It's a common-sense motto. Firsthand descriptions on the site, developed by a variety of farm organizations, describe incidents involving ATVs, equipment upgrades, falls, farming with injuries, fire, foaming manure and ladder safety.

Kenny Patterson, of Cherokee, Iowa, provides one of the stories, describing what happened when he drove a four-wheeler on a sloped grade with uneven terrain while spot-spraying thistles in one of his pastures.

The vehicle overturned and rolled over him. The accident injured his lower body so badly that he had to crawl home from the accident scene, using just his arms.

"I was instantly mad at myself," Patterson said. "What I did was stupid."

His message to fellow producers: Let's keep it safe down on the farm.

# Omaha World-Herald

REAL. FAIR. ACCURATE.

# Iowa Farmer Today

...field  
...os, and  
...opportunities  
...ts: Kids' Pedal Pull,  
...ty Carnival, Ride  
...periences, Linder  
...etwork Noon Show,  
...sota Farm Bureau  
...nger Hunt, Pig Races,  
...nesota State Patrol  
...nicle Inspection  
**Special events:** Free sweet  
corn feed, Minnesota Farm  
Bureau pancake breakfast,  
Farm Family of the Year.

## People say, 'Yeah, I could have been that person'

### Website aims to share stories of injury on the farm

BY BRIAN TODD  
[btodd@postbulletin.com](mailto:btodd@postbulletin.com)

IOWA CITY, Iowa — To read Jason Fevold's story is to read about death, cheated. Fevold, a farm worker in October 2010, was helping spread from a hog confinement the soil when he

## Telling the STORY

### Website brings together farm stories of safety and survival

By Stephanie Leonard

**"H**ow'd it happen?" That's often the first question upon hearing of an accident or seeing the result of someone's injury: What's the story?

We asked that question many times as part of the Iowa FACE program, collecting the "how" and "why" about work-related injuries to learn information that could help prevent other incidents.

Project, a new collaboration among regional Agricultural Safety and Health Centers that includes the University of Iowa's Great Plains Center and our partners at the Central States Center (University of Nebraska Medical Center) and the Upper Midwest Center (University of Minnesota).

In their own words, the storytellers give a close-up, honest look at the "how" and "why" of what went wrong and the impact of an incident, even months or years later.

Their accounts contain insightful lessons others can use to recognize unsafe situations. The storytellers are safety advocates, explaining changes they've made for safer work.

When you learn their story, you relate to them personally. You might imagine yourself or someone you care about having their experiences. Their multimedia stories are housed at [www.tellingthestoryproject.org](http://www.tellingthestoryproject.org). The website also has topical resources with prevention recommendations and a page with anecdotes in cartoon format, created by Rick and four storytellers.

ive interest of this publication. Mike Biadasz died after he was exposed to hydrogen sulfide (H2S) gas while agitating manure at an outdoor lagoon in Wisconsin. Mike's death was the first known case of a H2S fatality occurring in an open pumping environment. His family's campaign raises awareness about the hazard, promotes use of monitors and increases safety education opportunities locally in Wisconsin. Jason and Roxanne tell about their tragic turn into a nightmare. Roxanne discovered a conscious insect building inside of H2S exposure could



# Media Release Basics



- What's the hook? Why is this relevant *now*
- Who – What – Where – When - Why
- Simple, clear language; no jargon
- Headlines matter
- Quote selectively
- Photos/Graphics
- Call to action
- Contact information

# Media Guidelines Resource

## MEDIA GUIDELINES

for AGRICULTURAL SAFETY

### SPECIFIC TO CHILDREN/YOUTH

Children and teens are often at greater risk of injury than adults. While typically have less physical strength, shorter reach, and lack the coordination and balance of adults. Cognitively, it takes them longer to process information, they have shorter attention spans, and may lack the impulse control that adults have. They are also more likely to do what they see others doing, rather than what they are told.

This makes it vitally important to depict (visually and textually) children and teens in safe situations. If they're doing farm/ranch work, ensure tasks are age and ability appropriate.

Photos and videos are often used as "attention getters," but sometimes "cute" is unsafe, e.g. a cow licking a child's fingers. Other examples to avoid include a child playing in a grain bin, in close proximity to an adult animal, or riding an ATV without a helmet.



Childhood Agricultural Safety Network

Website:  
[www.childagsafety.org](http://www.childagsafety.org)

Email:  
[nccrahs@marshfieldresearch.edu](mailto:nccrahs@marshfieldresearch.edu)

Phone:  
1-800-662-6900

The agricultural stories we share in traditional and social media can make life safer for farm and ranch families and workers. While not intentional, what we write, say, and the images we show can perpetuate - and even increase - unsafe farm practices.

To help minimize unsafe practices, the Childhood Agricultural Safety Network has compiled the do's and don'ts provided here as reminders for all of us. Following them can help each of us be confident that we are doing our part for farm safety.

### VISUAL MEDIA

DO show tractors and other farm equipment being maintained and operated safely. That includes rollover protection structures (ROPS) on tractors and proper guards in place on power take off units (PTOs) and other moving parts.

DO show children doing age-appropriate chores under supervision.

DO show working individuals wearing proper fitting personal protective equipment, appropriate for the tasks they are performing. When depicting workers with machinery, make sure they are not wearing loose fitting clothing or anything (jewelry, drawstrings, bandana) that could become entangled.

DO be aware of the background. Is it free of clutter? Do buildings and equipment appear to be well-maintained? A clean, well-ordered background conveys an environment of safety and attention to detail.

DO NOT show individuals riding on wagons, in the backs of pickup trucks or as extra riders on tractors or ATVs.

DO NOT show persons climbing to heights without fall protection, stair or platform guarding.

DO NOT show workers leaning over or feeding materials into machines with moving parts or blades.

DO NOT show children under 14 driving any motorized farm vehicle.

DO NOT show children riding on adults' laps on ATVs or lawn tractors/riding mowers.

DO NOT show children in proximity to large animals unless appropriate barriers are evident.



### EMPHASIZE ADULT ROLE IN PREVENTION

Adults should:

- 1) Provide young children with a safe play area instead of allowing them to play in the worksite.
- 2) Provide sufficient training and personal protective equipment for youth old enough to work.
- 3) Provide supervision as well, but note that supervision alone is insufficient to prevent injuries.



### EMPHASIZE SAFETY RESOURCES

To access resources and learn more about keeping children and adults safe while in the agricultural environment, visit [www.CultivateSafety.org](http://www.CultivateSafety.org)



### TEXT

DO use the word "incident" rather than "accident." Evidence confirms that injuries are both predictable and preventable. "Accident" implies that the incident was an "act of God" or "bad luck."

DO explain safety violations and/or prevention measures. Grim details of an injury are only part of the story. Make the story a teachable moment. Sometimes an injury can be prevented with a simple, inexpensive step, such as ensuring a power takeoff unit (PTO) shield is in its proper place.

DO follow up on long-term implications of a serious injury. Emphasizing the "courage" of a trauma victim during immediate recovery, and the outpouring of goodwill following an event, can overshadow long-term implications such as economic hardships, post-traumatic stress, and/or multiple follow-up surgeries.

DO depict production agriculture for what it is: an intense, high risk industry made even more stressful by unpredictable factors such as weather and crop prices.

DO include information on safety resources and programs that are available to readers.

DO NOT say that a child killed in a farm incident, "died doing what he loved," or that she, "loved to help daddy." This implies that it's OK to allow a child into an agricultural worksite.

DO NOT attribute mishaps on the unpredictable nature of animals, the failure of machinery or the existence of other inanimate objects such as a protruding rock or a ditch that gives way.

DO NOT use "freak accident" when describing a traumatic event. Although an adverse event may seem unique, injury data will likely reveal that many similar events have occurred.

DO NOT suggest that unsafe practices are acceptable just because they are family tradition. Unsafe traditions should always be challenged.



# Case Study: Two Releases

**Release 1** – “A child dies from injuries on a farm an average of once every 3.5 days. The most common situation involves a tractor.”

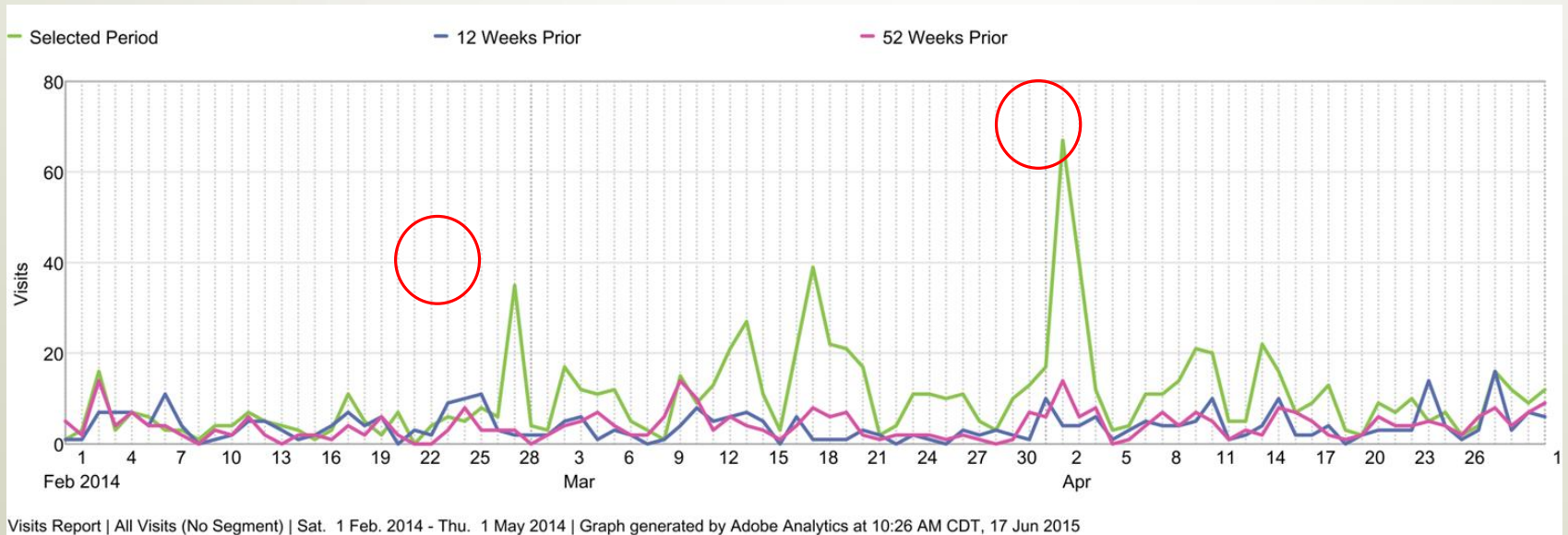
**Release 2** – “Controversial and blunt, the Childhood Agricultural Safety Network’s ‘Keep Kids Away from Tractors’ campaign has rattled traditional thinking.”




# Case Study: Two Releases

**Release 1 – Feb. 27**

**Release 2 – March 31**



# Case Study: Two Releases

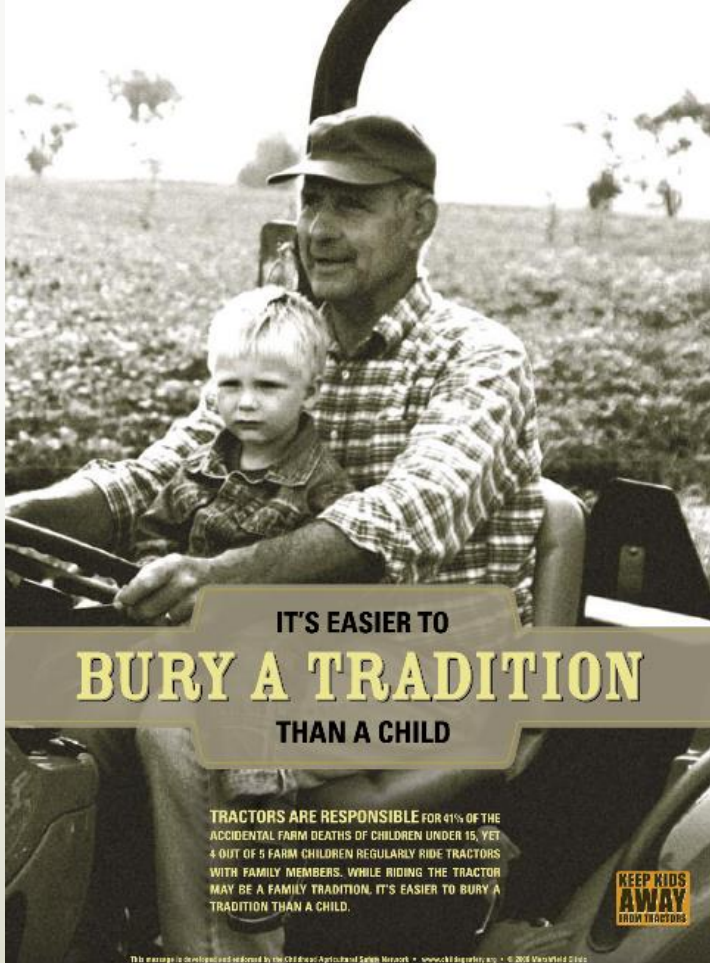


**THE TRACTOR IS NOT THE PLACE FOR  
QUALITY TIME.**

SPENDING TIME TOGETHER ON A TRACTOR IS EXTREMELY DANGEROUS. EVERY YEAR CHILDREN ARE NEEDLESSLY INJURED OR KILLED BECAUSE ADULTS ALLOW THEM ON OR NEAR TRACTORS. GIVE CHILDREN THE QUALITY TIME AND SAFETY THEY DESERVE. A TRACTOR'S WORK IS NOT CHILD'S PLAY.

**KEEP KIDS  
AWAY  
FROM TRACTORS**

This message is developed and endorsed by the Child Seat/Agricultural Safety Network • [www.kidsafety.org](http://www.kidsafety.org) • © 2008 Macmillan/McGraw-Hill



**IT'S EASIER TO  
BURY A TRADITION  
THAN A CHILD**

TRACTORS ARE RESPONSIBLE FOR 41% OF THE ACCIDENTAL FARM DEATHS OF CHILDREN UNDER 15, YET 4 OUT OF 5 FARM CHILDREN REGULARLY RIDE TRACTORS WITH FAMILY MEMBERS. WHILE RIDING THE TRACTOR MAY BE A FAMILY TRADITION, IT'S EASIER TO BURY A TRADITION THAN A CHILD.

**KEEP KIDS  
AWAY  
FROM TRACTORS**

This message is developed and endorsed by the Child Seat/Agricultural Safety Network • [www.kidsafety.org](http://www.kidsafety.org) • © 2008 Macmillan/McGraw-Hill

# Case Study: The Sleeper

## “The Sleeper”

Reporters may wait until they have a timely angle to use/share your information.

-- *Janesville (WI) Gazette, June 13, 2015*

## Tractor safety courses planned

By Catherine W. Izenda  
cizenda@gazetteextra.com

### ELKHORN

Here's something that might make farmers giggle: Under state statutes, no person may "direct or permit a child under the age of 16 years to operate a farm tractor or self-propelled implement of husbandry on the highway unless the child has been certified as successfully completing a tractor and machinery operation safety-training course."

In a profession where kids are considered part of the labor force—and start driving heavy equipment as soon as they can reach the pedals—the state law seems remarkably out of touch with reality.

This summer, Walworth and Rock County extensions will offer their tractor safety courses for youth between the ages of 12 and 16. The dates for Walworth County's course, which is being held in conjunction with Racine and Kenosha, will be announced shortly.

In Rock County, the course will run from June 22 to 25 on the county 4-H fairgrounds in Janesville.

Kristine Ely, Walworth County UW Extension, said the course covers everything from how to safely get in and out of a tractor to how statutes regulating tractor operation were developed.

Students must take 24 hours of classroom instruction and then pass a written exam and a driver's test, Ely said.

While farmers might exercise different choices with their children and on their farms, tractor safety training is part of a national effort to reduce farm injuries.

It seems to have worked.

In 1995, the National Institute for Occupational Safety and Health was charged with making prevention of childhood agricultural injury a priority. That was the year Wisconsin passed its tractor safety law.

Between 1998 and 2012, the rate of injuries to youth who lived and worked on farms declined 57 percent, according to the National Children's Center for Rural and Agricultural Health and Safety in Marshfield.

### TO LEARN MORE

Walworth County tractor safety courses were scheduled for mid-June but now will be held at a date later this summer. For more information, call Kristine Ely, Walworth County UW Extension, at 262-741-4968 or email [kristine.ely@ces.uwex.edu](mailto:kristine.ely@ces.uwex.edu).

Rock County courses will be held from 8 a.m. to 2 p.m. June 22 to 25 at the Rock County 4-H fairgrounds, Janesville. To register, call Nick Baker at 608-757-5098 or email [nick.baker@ces.uwex.edu](mailto:nick.baker@ces.uwex.edu). The \$25 fee covers registration materials and exam fees.

However, farm injuries among children younger than 10 are increasing. And fatality statistics between youth working in agriculture and nonworking youth show striking differences.

For youth in agriculture, vehicles and machinery account for 79 percent of fatalities.

For non-working youth, vehicles and machinery account for 42 percent of fatalities.

Nothing to laugh at there.

Farm safety proponents often find themselves up against tradition. Adult farmers remember driving tractors when they were young. They also remember the fun of riding with a parent or grandparent.

Scott Heiberger, communications specialist with the National Children's Center, said a Keep Kids Away from Tractors campaign has angered some farmers, who see riding or driving a tractor at a young age as not a big deal.

Heiberger, who spent summers on his grandparents' farm in Illinois, said he understands that tradition.

"We all did things as kids that put us in harm's way," Heiberger said. "To be 13 or 14 years old and out cultivating the corn—it was great. You have all this responsibility, and you didn't have to clean out the barn."

Those ideas are changing, and the tractor safety class requirement is helping reduce injuries and change ideas.

"The more we see, the more we realize how dangerous these situations can be," he said.

# Takeaways

## The “B” List....

- **Be** credible
- **Be** available
- **Be** helpful
- **Be** attuned to your audience when you write, speak, shoot, create

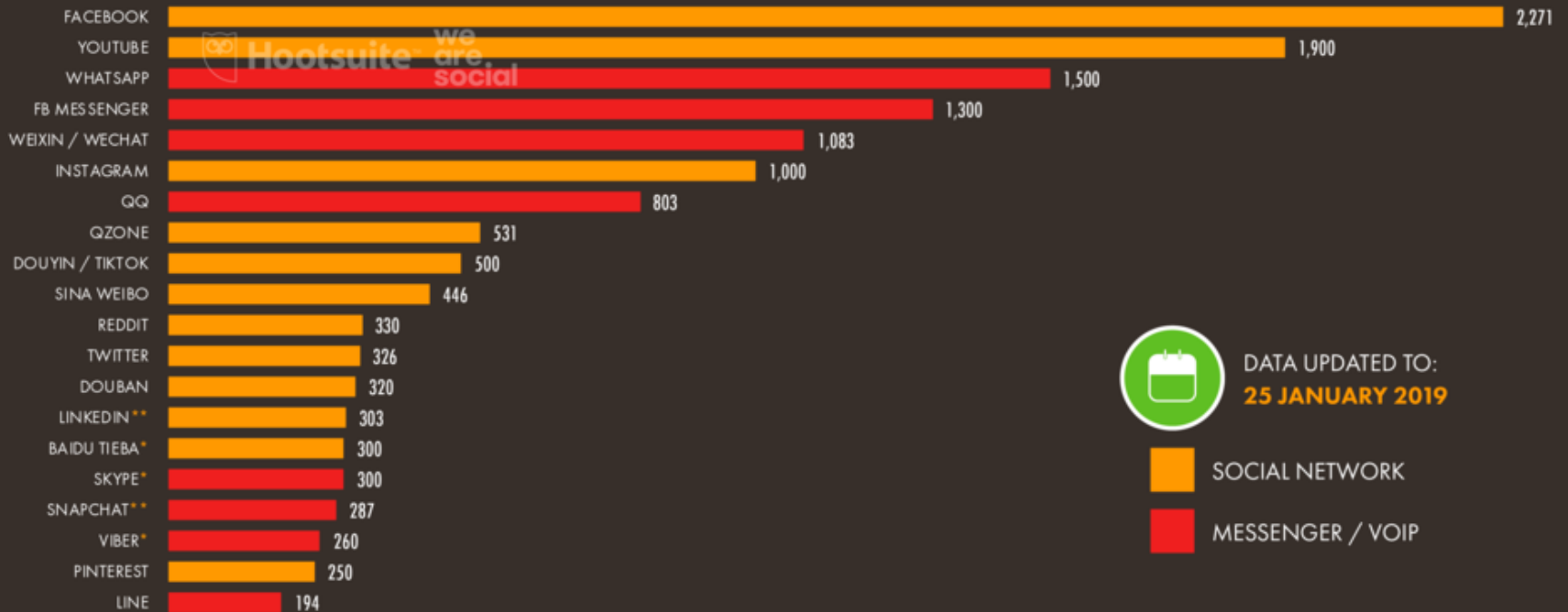
# Social Media Objectives

- Discuss why social media is important to your organization
- Understand how to use social media
- Create a plan to disseminate information using various types of social media

JAN  
2019

# SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:  
25 JANUARY 2019

 SOCIAL NETWORK  
 MESSENGER / VOIP

# Facebook Marketing Statistics



**2.6%**

Facebook Pages posts organic reach



**5+ billion**

Businesses using Facebook ads to reach target audiences



**94%**

Social Media Marketers using Facebook ad platform



**#1**

Ad channel for both B2C & B2B companies



**57%**

Consumers say social media influences their shopping, led by Facebook at 44%



**Thursdays & Fridays; 1pm & 3pm**

Best times to post on Facebook



**6.9 times**

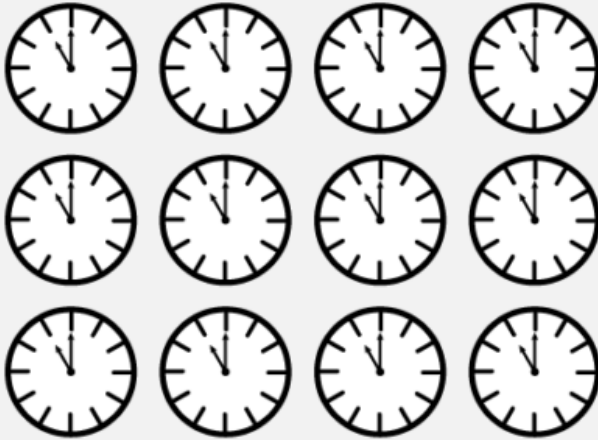
Engagement of brand-generated content



**8 times**

Per day... brands post an average on Facebook

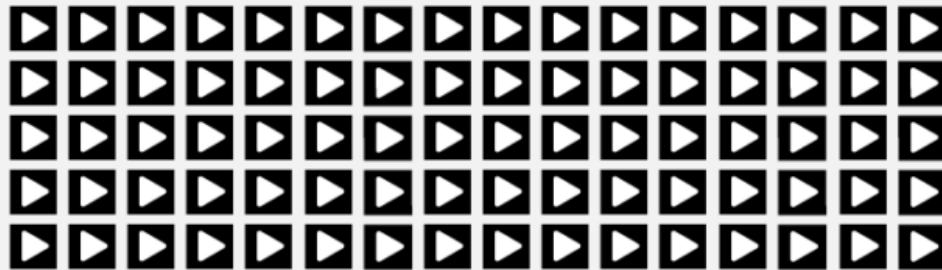
## YOUTUBE STATS:



**300 hours**  
of video is uploaded  
**EVERY MINUTE**

# 30

**million**  
daily visitors



**5 billion**  
videos watched  
**EVERY DAY**



# INSTAGRAM

Fastest growing



**600**  
MILLION

unique  
monthly  
users



predominantly female

38% of online women

26% of online men

AGE  
**<35**

90% of Instagram users  
are under 35

**53%**

of Instagram users  
follow brands

# TWITTER

Most oversaturated

unique  
monthly  
users

**317**  
MILLION

predominantly male  
22% of online men  
15% of online women



mostly 18-29  
year-olds

AGES  
**18-29**

53% of Twitter users never  
post any updates

**53%**

users only spend an average of 2.7 minutes  
on Twitter's mobile app per day

**2.7**  
MINUTES



# What is a Brand?



Then: A name, term design, symbol or other feature that distinguishes one seller's products from those of others.

# What is a Brand?



# What is a Brand?



“A brand is not a logo.  
A brand is not an identity.  
A brand is not a product.”

*-- Marty Neumeier, author and  
speaker on all things brand*

# How do you feel about these brands?



JOHN DEERE

*Coca-Cola*



# What does your brand say?



AgHealth  
Central States  
Center for Agricultural  
Safety and Health



GREAT PLAINS  
Center for Agricultural Health



National Children's Center  
for Rural and Agricultural Health and Safety



Bassett Healthcare Network  
New York Center for Agricultural  
Medicine and Health

 **AgrAbility**  
Cultivating Accessible Agriculture  
for Pennsylvanians

# Why Social Media?

Relationship building

Develop a community

Improve customer service

Increase exposure of your brand

Boost traffic to your website

Free (sometimes)



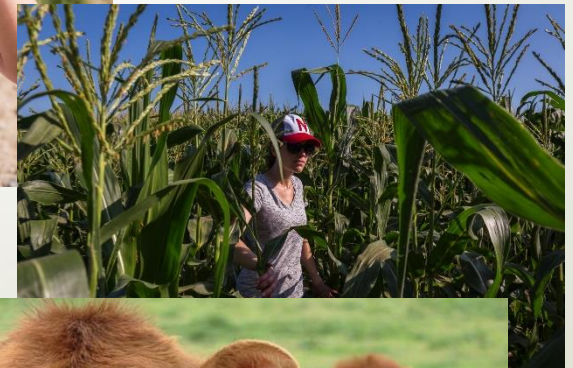
# The Conversation is Happening



**Will You Be Part of It?**

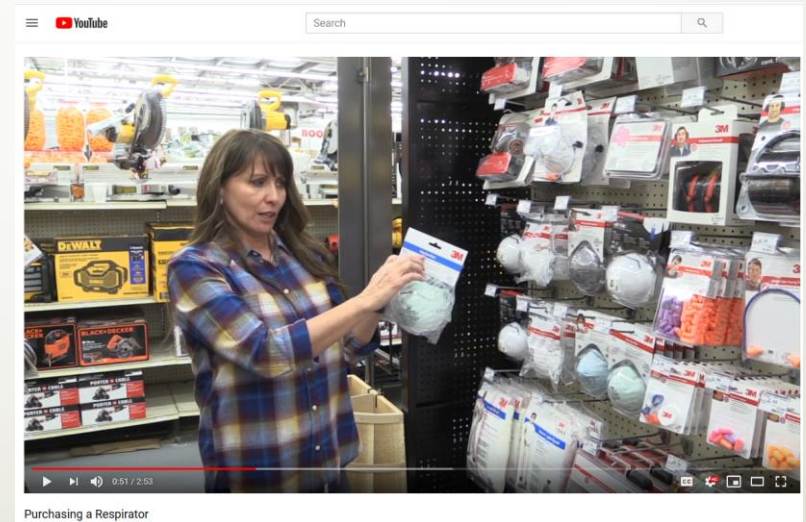
# Share-worthy photos

- Keep it simple and interesting
- Capture details
- Focus on subject matter
- Lighting
- Stock images
  - CS-CASH Photo Sharing



# Use Video

- Doesn't have to be highly produced
- Tell viewer something
- **Facebook:** 1-2 minutes
- **YouTube:** 2+ Minutes
- **Instagram:** 30 Seconds



# Post Length

- **Facebook** - max engagement 40-60 characters
- **Facebook Live** - Get creative, 18-20 mins on average
- **YouTube** – Optimal length is 3 minutes
- **Instagram** - Optimal length is 138-150 characters but focus on the visual
- **Twitter** – optimal length 100 characters, max is 280

# How often to post?

- Post to **Facebook** twice a day (Buffer)
- Post on **Facebook** a minimum of three times per week while keeping your maximum posting frequency to 10 times per week (Constant Contact)
- **Facebook algorithm states *more consistent posts means the more FB will share on pages of your followers.***

# How often to post?

- Major brands share on **Instagram** 1.5 times a day (Buffer). Post to **Instagram** a minimum of three times per week (Dowsocial)
- **YouTUBE** is about great visual content. Post when you have something good. Remember, consistent posts attracts followers.
- **Twitter** - most retweets happen within an hour, higher daily frequency is best. Tweet **5–20 times** every day if key engagement is your goal.

# U.S. Ag Center YouTube Channel



[youtube.com/user/USagCenters](https://youtube.com/user/USagCenters)

118 Ag Safety and Health Videos – reviewed and ready to share!

# When to post?

	BEST TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
facebook	1 - 4PM		✗		✓	✓	✓	✓
Instagram	11AM - 1PM 7PM - 9PM	✓		✓	✓			✗
twitter	12 - 1PM	✓	✓	✓	✓	✓	✗	✗
Pinterest	8 - 11PM	✗	✗	✗	✗	✗	✓	✓
LinkedIn	10 - 11AM		✓	✓	✓		✗	✗
YouTube	12PM - 4PM (Work days) 9AM - 11AM (Weekend)				✓	✓	✓	✓



# Make A Plan



# Make A Plan

- SmarterQueue
- Hootsuite
- Canva
- Google Drive
- Evernote
- Excel

Social Media Content Calendar								
Name								
Month								
Week								
Channel	Content Details	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Topic							
	Content							
	Keywords/ Hashtags							
YouTube	Topic							
	Content							
	Keywords/ Hashtags							
Instagram	Topic							
	Content							
	Keywords/ Hashtags							
Twitter	Topic							
	Content							
	Keywords/ Hashtags							



# Group Activity

- Read the media piece provided to your group
- Using the media guidelines in your workbook, assess the release:
  - What is good (Do's)
  - What isn't (Don'ts)
  - What is missing?
  - How would you re-write this article?
- Share your assessment and edits with the group

# Additional Activities

- Additional suggestions for activities are included on the following slides for you to do as you have time.
- If you don't know how to do something, reach out to us!
- Remember, you have a whole new network of people who are happy to help.

# Press Release

- A sample press release is included in your workbook
- Customize the press release by filling in the missing information and “tweaking the content” as desired
- Send it to your media outlets!

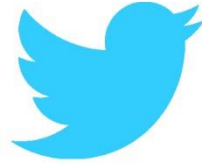
# Make it Live

- We know that Facebook shares live videos on more pages than any other type of post.
- When you have a chance, take some time and find a quiet area to “Go Live”. Tell the world 3 things you learned at this event in the past day and a half.

# Create a new page



Instagram



twitter



facebook

- Don't have a page?
- Want to start one?
- When you have a few minutes, do it! Try something new!

# Questions?





# Thank You to our Sponsors!



**WESTFIELD<sup>®</sup>**



**JOHN DEERE**



**National Farm  
Medicine Center**