

# ADVOCACY

## #NOWINSEASON



### PURPOSE

The main objective for using this social media campaign is to maximize the educational reach of a county Young Farmers & Ranchers (YF&R) program while creating a conversational platform through social media which promotes local Florida commodities while they are in season. County YF&R programs are encouraged to use the hashtags provided. For seasonal agricultural products, this toolkit provides a method for users to highlight Florida products in season throughout the year.

### GOALS

- Educate consumers on how to identify Florida agricultural products.
- Create a communication channel in which YF&R committee members can encourage consumers to find out about and share which agricultural products they are finding in season at their local stores.
- Share positive messages about agriculture for the general public highlighting the safe, reliable food and fiber products farmers and ranchers produce in Florida.
- Create a space for consumers to connect with their local farmers and ranchers about the products they use.
- Foster positive, lasting connections with businesses and influencers in local communities.


### DETAILS

- This style of outreach is a great fit for newly created and smaller-rostered YF&R committees. It can be used by a county YF&R or an individual's social media account.
- The suggested timespan to run this social media campaign is one year (preferably beginning at the YF&R Leadership Conference in July) in order to encompass all of the growing/harvesting seasons of commodities from around the state.
- This toolkit will help consumers identify agricultural products grown in the local county area and highlight when the harvesting seasons might be for those products so they know when to shop for them in stores.
- This toolkit is geared towards all types of agricultural products including (but not limited to): seasonal perishable produce, beef, poultry, cotton, timber, etc.
- Ideas from this toolkit are applicable for a variety of social media platforms. The primary focus of this toolkit is to promote the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders hashtags in order to promote Florida's agricultural products.
- If the commodity highlighted does not have a definitive harvesting season, then use the following sequence of hashtags: #Florida (Insert Commodity Here) #GrowingOurLeaders.

- Consider coordinating the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders campaign during Farm-City Week or Food Check-Out Week to leverage existing outreach messages. Allow the county YF&R executive committee the opportunity to select a day or week for this social media push so that everyone supports the activity/initiative.
- Well performing posts and content have the highest newsfeed reach. The more individuals who like and share your post, the more successful your post will be.

## MESSAGES

- Farmers and ranchers work tirelessly to produce safe and reliable products at an affordable price.
- Florida farms are family farms.
- Florida produces over 300 different types of commodities throughout the year.
- Share some of the ways to determine if a product a Fresh From Florida item.
- Agriculture is the number two economic enterprise in Florida.



**“ You have to focus on the field  
in front of you, if you want the  
*harvests.* ”**

- Dr. Kevin Queen

## SUGGESTED TIMELINE

### Three Months Prior to Event

- Meet with the planning team to decide on the day/week to run campaign.
- Begin to discuss possible content ideas.

### One Month Prior to Event

- Host a social media workshop to design suggested content and compile a list of responsibilities for each participant.

### During Event

- Post content using strategic timing to increase the number of followers and views.

### Immediately Following Event

- Thank all who liked and shared the post.

### One Month Following the Event

- Compile data measuring the overall reach of the campaign.
- Decide which posts were highest performing and use this information to improve content planning and implementation in the future.

**TIP:** Canva is a free resource you can use to create simple free event flyer templates.

## WHAT DO I NEED

Since most of the social media platforms are offered free of cost, there is no funding necessary for this event. However, some platforms offer sponsored content which county YF&Rs could pay anywhere from \$20 to \$200. A boosted post can elicit greater engagement with the intended target audience. Reserve your toolkit from the state office at <https://bit.ly/2UQCVmL>.

The following supplies will be available at the state office for social media campaign events:

- Farm Bureau tablecloth
- Farmgram cutout frame
- Farm Bureau membership brochure
- General YF&R brochure
- Brochure holder
- Growing Our Leaders banners (X2)

## VOLUNTEERS NEEDED

This event needs to have at least two volunteers answer questions, interact with consumers and take photos. Planning for volunteers is important to ensure that every detail of the event is thought out. Volunteers will be needed to write up a press release to distribute to local media after the event.

## WHERE TO START?

- Good social media content takes planning. Determine what platform you will run your campaign on—Facebook or Instagram (or both).
- Commit to a certain day or week dedicated to push the #NowInSeason #Florida(Insert Commodity Here) #GrowingOurLeaders hashtags.
- Consider piggybacking off of holidays or Farm Bureau-recognized events to make the most of existing agricultural outreach.
- Determine how long your campaign will run. Whether you decide for a single day, week, month or year, be consistent. The best social media campaigns follow routine posting on selected days/times of the week.
- Consider using the live poll or story when creating content for the week.
- Consider going “live” to talk about a designated topic. Contact the state office Public Relations Division for tips on going live.
- Consider conducting a short interview with a producer so the consumer can have the authenticity of social media engagement on a personal level.
- Take time to research new and unique ways to reach your audience.
- Consider observing key social media influencers who are great at creating a space for conversations with their social community.

## THE TIME HAS ARRIVED!

- Follow post performances, and note if there are any changes that could be made throughout the day/week/month for more successful posts.
- Ensure either the YF&R chair and (if any) committee members are sharing and adding their own personal words to posts they share.

## WE DID IT! NOW WHAT?

Review all content posted and search the hashtag to get a general idea of how the campaign performed. Consider the following questions:

- 1) What time/day was the highest performing post?
- 2) Was the hashtag used for purposes other than what you intended for the campaign? If so, how could this be worded in the future?
- 3) Was there specific content (i.e. picture, topic, individual's page, etc.) that was received better than others?

Once all the data is compiled, meet with the committee to identify areas of improvement for the future. If the committee consists of one individual, consider keeping a file on a computer or a journal containing the results from the data.

## OTHER RESOURCES

Social Media Tips to Help Boost Post Performance

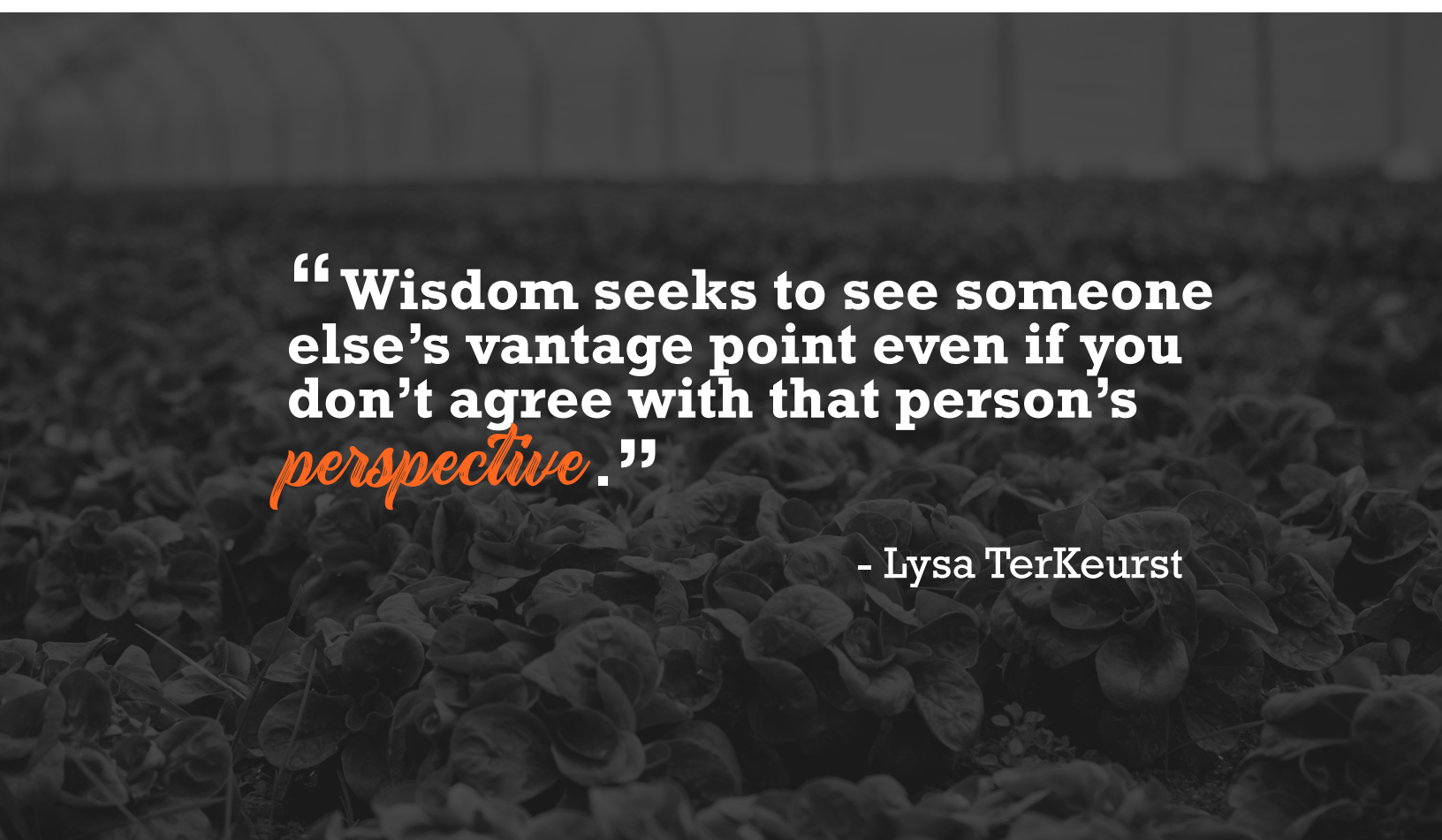
- <https://blog.hootsuite.com/lessons-from-top-performing-social-posts>

Fast Facts on Agriculture to Add Impact to Your Posts

- <https://www.floridafarmbureau.org/education-outreach/#tab5>

FDACS-Crops in Season

- <https://www.fdacs.gov/Consumer-Resources/Buy-Fresh-From-Florida/Crops-in-Season>



**“Wisdom seeks to see someone else’s vantage point even if you don’t agree with that person’s *perspective*.”**

- Lysa TerKeurst

# SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Meet with the planning team to decide on the day/week to run campaign.			
Begin to discuss possible content ideas (Have three to four general ideas written down for posts).			
Reserve Social Media Toolkit materials with the state Office at <a href="https://bit.ly/2UQCVmL">https://bit.ly/2UQCVmL</a> .			
1-2 MONTHS PRIOR			
Host a social media workshop to design content and compile a list of responsibilities for each participant.			
Create a template to send to participants for posting original content during the campaign (Include tips on what to share and how to personalize posts).			
2 WEEKS PRIOR			
Send out the final template for posts and tips for successful posts to all participants.			
DURING EVENT			
Post content using strategic timing methods (mentioned in the template sent out two weeks prior) to increase followers and views.			
IMMEDIATELY FOLLOWING EVENT			
Thank all who liked and shared, connecting their engagement to achieving a higher purpose.			
ONE MONTH FOLLOWING EVENT			
Compile data measuring the overall reach of campaign.			
Decide which posts were highest performing and use this information to improve content planning and future implementation.			