

Wisconsin Farm Bureau's Role in Promoting AgrAbility

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About Me






#FarmNeighborsCare

About Wisconsin Farm Bureau Federation

- Wisconsin's largest general ag organization with 47,000+ members.
- Represent farms of all sizes, types and commodities.
- 4 Divisions:
 - Public Relations
 - Governmental Relations
 - Member Relations
 - Operations (County Services Program)



Partnering with AgrAbility of Wisconsin

- Snapchat takeovers
- Blog posts
- Weekly e-newsletter (Ag Newswire)
- Farm Neighbors Care campaign
- Partnerships with Rural Mutual Insurance Company
- WFBF Annual Meeting:
 - Breakout workshop
 - Tradeshow booth
- Facebook posts:
 - Farm Safety Week
 - Videos with members who were clients



Tips & Ideas

- Speak at a county Farm Bureau event/Annual Meeting
- Set up regular meetings with Farm Bureau communications staff
- Leverage ag media channels as a free means of promotion
- Talk with extension educators, county public health nurses, rural health care professionals, etc.



Social Media Tips

- Apps and Websites:
 - Canva.com for graphics
 - Snapseed or Lightroom for photo editing
 - iMovie or Adobe Spark Video for videos
 - Unsplash or Pixabay for free photos
- Use Facebook to share stories that resonate with others.
 - Don't forget to share relevant content from other sources.
 - Schedule Facebook posts directly to your business page.
 - Hootsuite, Buffer, etc. can help schedule for Twitter, Pinterest, Instagram, LinkedIn.
 - Use a content calendar to stay consistent. Don't post more than 1x/day.



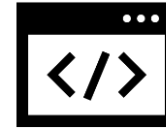
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