Wisconsin Farm Bureau’s Role in Promoting AgrAbility

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About Me
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.
Contact

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