

# **Using Social Media to Support Your Farmers and Create Educational Content:**

## **A Social Media Consumers Point of View**

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# Hi, I'm Rachel Jarman

- Wife
- Mom
- Farmer
- Rural Rehabilitation Coordinator
- Co Star in a YouTube Channel
- TikTok Creator



# I love social media, and this is how I use it

- I watch YouTube for TV
- TikTok is a form of entertainment for me
- Facebook is a place I go to ask my “friends” for help, advice, information or to show them something I want to share
- Instagram is where I share pictures



# What content would you find on these platforms?

## Facebook

- Event notifications
- Links to other social media channels
- Share content from other platforms

## Instagram

- Pictures or short videos
- Links to products or shopping

## YouTube

- Longer informational or instructional videos
- Day in the life or vlogs

## TikTok

- Short videos
- Informational or humorous



# What is appealing to the consumer on these platforms?

## Facebook

- Posts are text, photos with captions, videos long or short, calendar events, links to other platforms

## Instagram

- Posts are mostly pictures or videos with a caption

## YouTube

- Built for short to long videos
  - 5 minute to hours
- Has a “shorts” feature that is geared toward 1 minute or less videos

## TikTok

- Built for 15 second to 3-minute videos

# How am I fed videos on these Platforms?

## Facebook

- Most used for keeping up with creators already discovered

## Instagram

- Most used for keeping up with creators already discovered

## YouTube

- Things you search will influence your feed
- Creators you watch will influence your feed

## TikTok

- Creators you watch or follow will influence your feed
- Your location/things you “like” with a location



# What to search on these platforms?

## Facebook

- Search an organization name
  - AgrAbility

## Instagram

- Search a location or hashtag(#)
  - Spokane, WA
  - #farmer #hairsheep

## YouTube

- Use the search bar like you would Google
  - Farming, homesteading, cattle,

## TikTok

- Use the search bar like you would Google
- Search locations or hashtag (#)



# What makes a great video or post?

## Facebook

- Short videos to promote an event
- Including links to websites that promote your product or event

## Instagram

- Pictures or short videos

## YouTube

- Multiple camera angles
- Music
- Speed up repetitive parts

## TikTok

- Using popular music for your video
- Using hashtags in the caption to put your video into specific categories



# How can we use social media to help us share AgrAbility?

- **Social media** - YouTube, Facebook, Instagram and TikTok
  - Ask these creators to shout you out!
- **Podcasts**
  - Many ask for guests – apply to be one!
- **Print**
  - Offer to write an article for magazines or a blog post for a Creator's website
- **Television**
  - Share a notable story with local news outlets who may want to share human interest stories. Some PR directors may have connections.



# How have I used social media and Creators to help share AgrAbility?

- **Social media - YouTube, Facebook, Instagram and Twitter**
  - Asked Ohio Native Youtubers to come to our booth at Farm Science Review and see what we have to offer.
    - Brian's Farming Videos and The Harmless Farmer came and recorded clips in 2019
- **Podcasts**
  - Applied to be on the Rural Woman Podcast
    - Episode 110 published Summer of 2021
  - Applied/Suggested AgrAbility as a topic for the Farm4Proffit podcast



# How have I used social media and creators to help share AgrAbility?

- **Print**

- Wrote an article with Makenzie Thomas of Texas AgrAbility for AGMag based out of South Texas.

- **Television/other**

- Was Contacted by reporter Chuck Ringwalt of Spectrum News out of Columbus. I occasionally send stories to him, he is mostly looking for “human interest” style stories
- Easterseals Redwood PR director has asked for stories to share on occasion
- Opportunities For Ohioans (Ohio VR) PR director has asked for stories to share on occasion



# How can we use social media to support our farmers?

- Find ideas that are adaptable to our client's farms
- Find interesting gadgets
- Make connections to others who may be in similar situations as our farmers
- Learn about services available that our clients might not otherwise know about
- Use social media to connect with other creators to share AgrAbility on social media, podcasts, print and television



# How can you assess if a farmer would find social media content useful?

- Ask them if they use social media
  - I have farmers from 20-70+ years of age that use and watch social media
- If you know your farmer has children that are of age to know what social media is, use that to help share thing with them
  - I sent a link to a client and prefaced it with if you are not on TikTok maybe your children can help you find this Creator to see if they have other ideas for you.
- Do some of the background work for them
  - Print out the idea, e-mail the original Creator and ask questions



# Creators across all platforms

- You will find many Creators post on multiple platforms
  - Youtubers use Facebook, Instagram and TikTok to promote their YouTube videos
  - Some TikTok Creators branch off and make longer videos and post them on YouTube
  - Some TikTok or Instagram Creators will post their short videos on multiple platforms
- Some Creators are great on all platforms, some are better at one platform over another
- Some Creators may make content that is helpful, but is dry to listen to or watch





# YouTube

- Found a deck ladder that improves safety of climbing on and off flat bed trailers.
- Ladder is light weight and easily moved
- Useful for many trailers on one operation



Waking Up The Beasts



Cole The Cornstar

532K subscribers

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25K

305,330 views Apr 17, 2020



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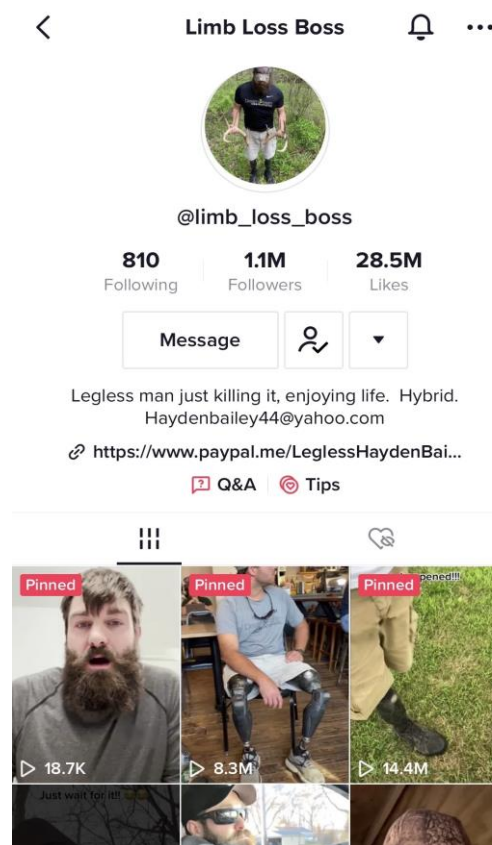
# TikTok

- Client asked if I knew of any prosthetics providers who worked with farmers
- Found a person who uses prosthetics climbing a ladder with custom prosthetics
- Emailed him asked if he would share information with me
- My client has a new option for a prosthetics provider

First Video I saw

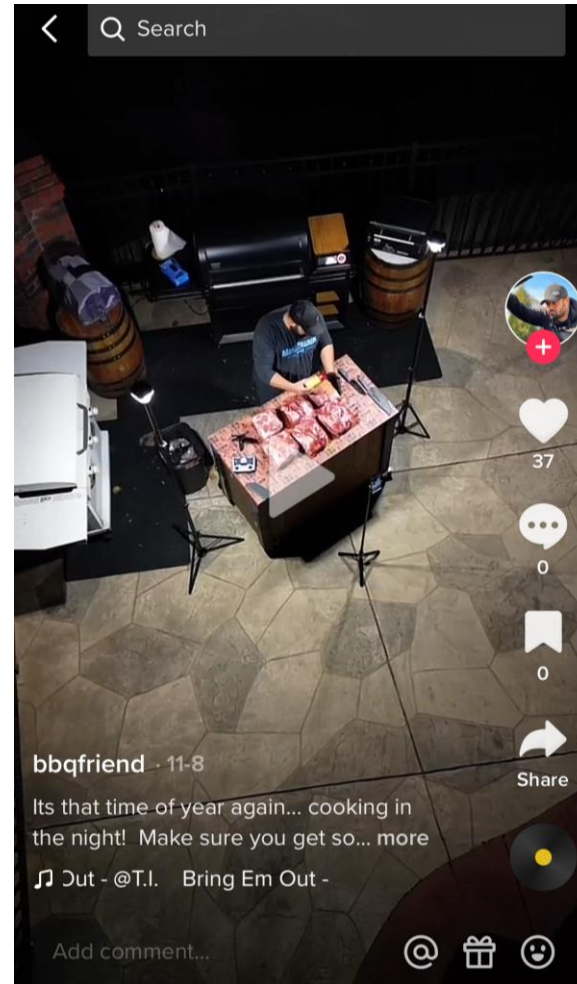


Found Hayden's Contact Farmer Made Contact



# TikTok

- Needed “moveable” not permanent lighting for a client
- Found this battery powered light on TikTok
- Added it to our show and tell toolbox





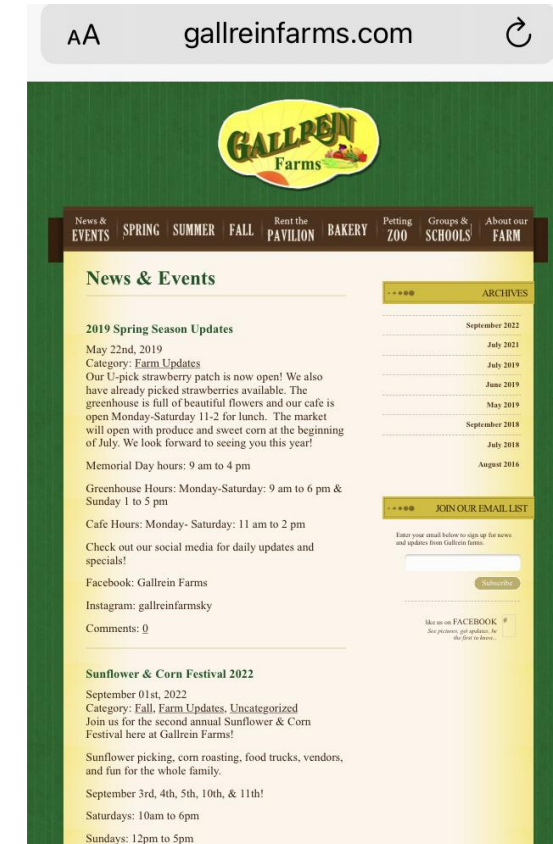
# Facebook

- Found a post about a farm that produced their own lift
- Looked in the comments to find the creator
- Emailed, and asked if he would share information with me
- Farmer/creator replied and was willing to share plans and help another farmer build

Found post from Facebook Discovered the Creator reach out



Used website to



# Final Thoughts

- Social media is ALWAYS changing
  - What works today may not tomorrow or next week or next month
- There is so much out there for us to relate to and share with our clients, colleagues and friends.
- You never know what might be helpful, consume it all



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