

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

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

#### Social Media Platforms Overview:

- **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 to Search:

- **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 Google
  - Search locations or hashtag (#)



### What Makes A Great Post:

- **Facebook**
  - Short videos to promote an event
  - Including links to websites that promote a 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 in specific categories

### How can we use Social Media to help us share AgrAbility:

- **Social Media** – YouTube, Facebook Instagram, TikTok
  - Ask Creators to share your posts, or mention your organization in their content
- **Podcasts**
  - Many ask for guests – Apply to be one!
- **Print**
  - Offer to write an article for a magazine or a blog post for a creators website
- **Television**
  - Share a notable story with local news outlets who may want to share human interest stories. Some PR directors may have connections.

### Supporting Farmers with Social Media:

- 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 of
- Use Social Media to connect with other creators to share AgrAbility on social media, podcasts, print and television.

### **Assessing if your Farmer will find social media content useful:**

- Ask them if they use social Media
- If you know the farmer has family or children ask them to assist the farmer and show them websites, videos or pictures that have been shared on social media
- Do some of the background work for them
  - Print out the idea, email the original creator and ask questions
- Social media is ALWAYS changing
  - What works today may not work tomorrow, 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

### **For more information - [Agrability.osu.edu/resources](https://agrability.osu.edu/resources)**

#### **32 Ohio AgrAbility Fact Sheets**

- Assistive Tech for the farm
- Universal Design on the farm
- Managing arthritis when farming
- Handouts for stretching, farm and garden equipment, and an outline of this presentation

#### **Ohio AgrAbility videos, webinars and handouts**

- <https://agrability.osu.edu/resources/webinars-and-handouts-2020-2022>

#### **Follow us on social media**

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- Podcasts
- Rural Woman Podcast episode 110