

LEVERAGING SOCIAL MEDIA TO PROMOTE AGRICULTURAL HEALTH AND SAFETY

1. Why do you want to use social media? What platforms, if any, do you already use?
2. Who do you wish to reach? Who are your partners?
3. What are your or your organization's primary goals? How do they apply to social media?
4. What actionable strategies and tactics will you use to promote these goals? Do your social media platforms meet your specific needs?
5. How will you understand whether you're meeting these goals?

OTHER RESOURCES

- ◆ **Media Guidelines for Agricultural Safety:**
http://umash.umn.edu/wp-content/uploads/2018/02/2019-Media-Guidelines_Final.pdf
- ◆ **Everyday Words for Public Health Communication. How to Avoid Jargon:**
<https://www.cdc.gov/other/pdf/EverydayWordsForPublicHealthCommunication.pdf>
- ◆ **Easy Platform to Create Social Media Graphics:**
<https://www.canva.com/>
- ◆ **Ideas for Communicating your Research:**
<https://sites.google.com/umn.edu/shareyourresearch/home?authuser=0>



Upper Midwest
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