



Leveraging Social Media to Promote Agricultural Health and Safety

Maria Bertrand, Molly VanBrocklin, and Devon Charlier
Upper Midwest Agricultural Safety and Health Center

Social media is a team effort at UMASH

We each serve **unique roles** and bring **complementary skill sets** to social media



Maria Bertrand

Curate material. Develop messaging. Post content.



Devon Charlier

Monitor social media. Evaluate and support strategy.



Molly VanBrocklin

Graphic/Web designer. Create visual content & branding strategies.

Overview

- UMASH social media accounts
- Our 3 goals for social media
- Examples of how we work toward each goal
- Role of evaluation

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>

UMASH Upper Midwest Agricultural Safety and Health Center

UMASH is funded by the National Institute for Occupational Safety and Health cooperative agreement U54OH010170 (2011-2021)

GET CONNECTED!
umash.umn.edu
f t y

UMASH Social Media Accounts

3x/day



Twitter

@UMASHcenter

UMASH updates,
events, farm safety
& health content

2x/day



Facebook

@UMASHcenter

UMASH updates,
events, farm safety
& health content

3x/week



Instagram

@UMASHcenter

UMASH updates, events,
farm safety & health content

*Must be presentable in
image format
(Canva is a great resource!)

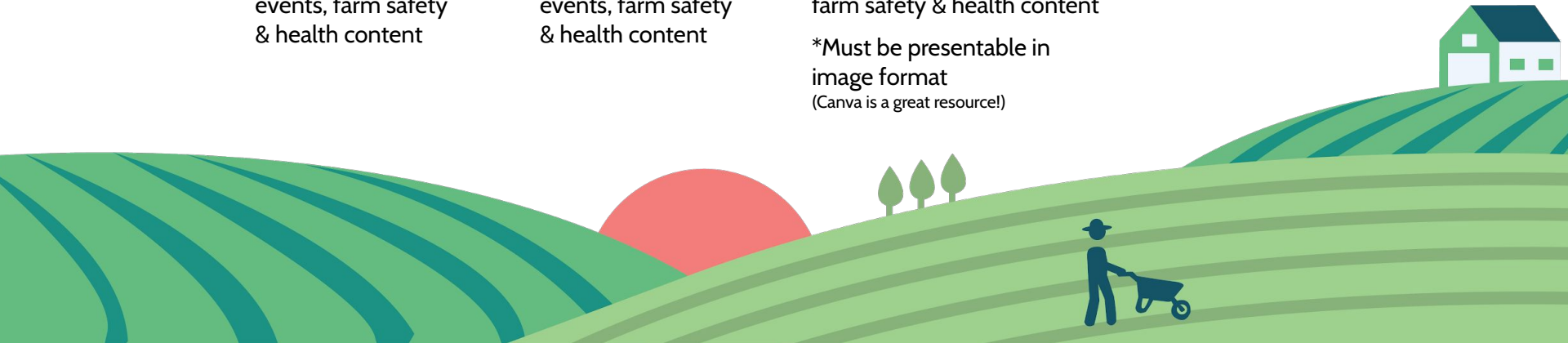
1x/month



LinkedIn

UMASH LinkedIn

UMASH updates



UMASH Social Media

October 2019 to September 2020, compared to the previous year

Facebook:

928

FOLLOWERS

↑ 26% increase

7,725

ENGAGED USERS

↑ 26% increase

Twitter:

975

FOLLOWERS

↑ 39% increase

8,228

ENGAGED USERS

↑ 128% increase

102k reached

↑ 27% increase

546k impressions

↑ 97% increase

Our social media is growing!

- We've recently added Instagram & LinkedIn
- Consistent increases in our audience, engagement, and reach
- How did we get here?



Our 3 goals to communicate & evaluate what matters



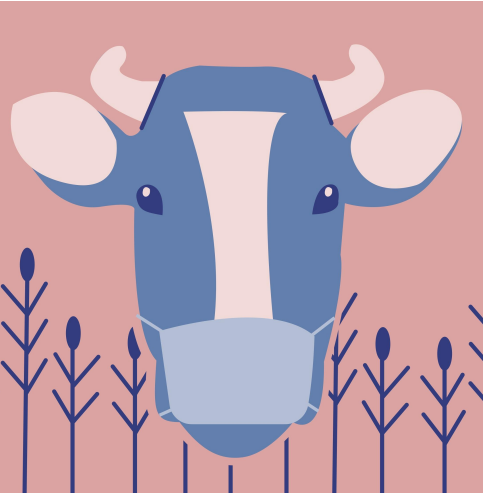
1. To build a sense of **institutional trust** and **brand recognition**
2. To effectively **inform** our audiences
3. To build and maintain **relationships**



Goal 1: Build a sense of institutional trust and brand recognition

We do this by serving as a **credible** and **trusted resource** for the agricultural industry and public for promoting ag safety and health

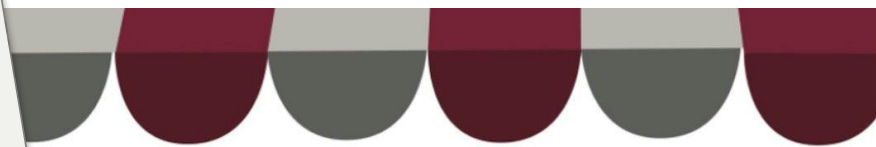
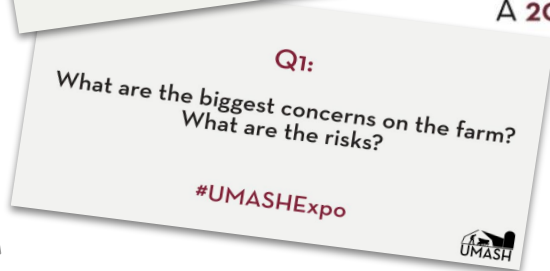
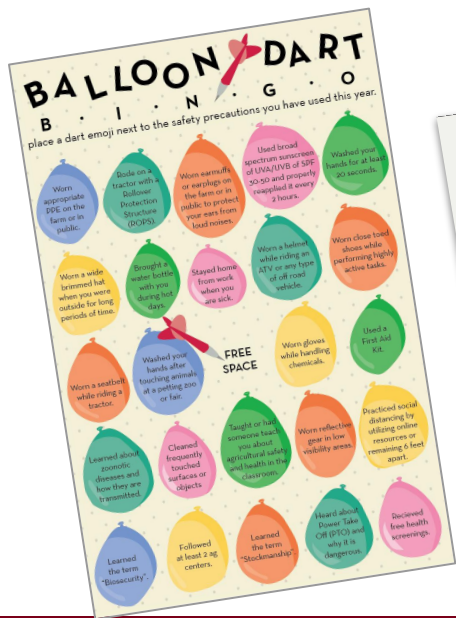
For example: [Opal the Cow](#) | [Voice & Identity](#) | [Social Listening](#)



Goal 2: Effectively inform our audiences

We do this by **strategically disseminating** appropriate content with UMASH messaging and resources

For example: **Cater content to fit the specific platform**



UMASH ONLINE EXPO

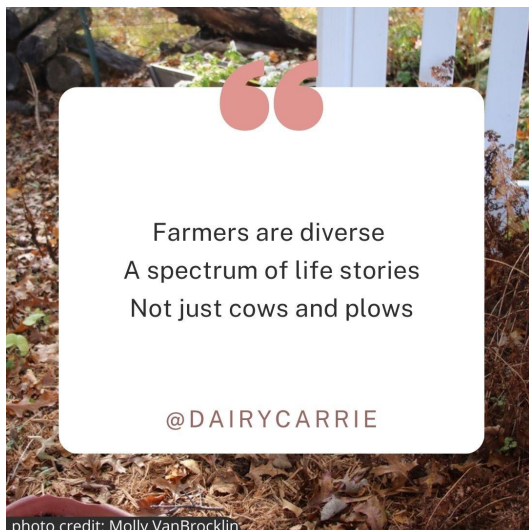
A 20/20 LOOK AT AG HEALTH, SAFETY AND WELLNESS



Goal 3: Build and maintain relationships

We do this by leveraging social media to develop the **feedback loop** between UMASH and those who we wish to serve—the ag workforce and the people working with them

For example: [#HaikuFriday](#)



Join [@HICAHS](#) next Friday (10/9) for their *free* Agricultural Health and Safety Research Day. Thanks to Whitney Pennington, [@HICAHS](#) Outreach Program Coordinator, for today's [#HaikuFriday](#).

You want to learn more
About ag safety and health?
Join us next Friday!

AGRICULTURAL HEALTH AND SAFETY RESEARCH DAY

Friday, October 9, 2020 | 9:00am - 11:15am MDT

- 9:00am MDT | Agricultural Exposure Assessment
- 10:00am MDT | Building Safety Capacity
- 10:30am MDT | Dairy Worker Health and Safety

Register by October 6 at www.hicahs.colostate.edu

ALT

Where does evaluation come in?

- Using goals to determine which metrics to monitor
- Informal meetings with outreach & communication teams
- Reports at regular intervals and during targeted campaigns
- Upcoming: analyzing a sample of posts to answer specific questions about social media strategy



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Connect with us

- Please join us for our Q&A session at **12pm CT on Friday November 20th**
- Feel free to reach out to us with questions or feedback
 - **Maria Bertrand**, Communications: bertr051@umn.edu
 - **Devon Charlier**, Evaluation: charl259@umn.edu
 - **Molly VanBrocklin**, Graphic Design: vanbr039@umn.edu
- Follow us on social media **@UMASHCenter**

