



EFFECTIVE SOCIAL MEDIA MESSAGING

for ag safety and health centers

Create a Social Media Strategy

- Define the goals for your social media strategy.
 - Examples:
 - Raise brand awareness
 - Spread important information
 - Increase website traffic
 - Build meaningful relationships
 - Drive donations
- Define your target audience.
 - How old are they?
 - Where do they live?
 - How do they prefer to communicate?
- Focus on a few key social channels.
 - Facebook
 - X (Twitter)
 - Instagram
 - Threads
 - LinkedIn
 - TikTok
 - YouTube
- Develop your schedule.
 - Frequency
 - Optimal days and times to post
- Create a content calendar.
 - The date and time when content will post
 - The social media platform and account that will be used
 - Text/copy and creative assets (photos, videos, links, tags, etc.)
- Post!
 - Consider using a scheduling app like Pallyy or Hootsuite.
- Measure your results using platform metrics.
- Adjust as needed.

RESOURCES



HubSpot: How to create a Great Social Media Strategy in 2024



HubSpot: Social Media Templates



WildApricot: The Ultimate Social Media Guide for Nonprofits



Feathr: Building a nonprofit social media strategy



EFFECTIVE SOCIAL MEDIA MESSAGING

for ag safety and health centers

Create a Content Calendar

Consider including:

Monthly Planning Calendar	Content Repository	Annual Days & Events	Common Tags
---------------------------	--------------------	----------------------	-------------

Monthly Planning Calendar

Things to include:

- Key dates
- Description of post
- Social Media Networks
- Copy/text of post (if you want)
- Graphic (if you want)

TIP
 Consider including national and international holidays, holidays specific to ag, annual days that are related to ag, conferences, etc. in your key dates

Example of a Monthly Planning Calendar:

Date	Key Dates	Post	F	T	I	LI
Thurs 11/7	MRASH	Cold weather safety CS-CASH at MRASH - needs to be posted	x	x	x	x
Fri 11/8	MRASH National STEM Day	National STEM Day	x	x	x	
Sat 11/9		Hearing Protection	x	x	x	
Sun 11/10		Eye Protection	x	x	x	
Mon 11/11	Veterans Day	Veterans Day	x	x	x	x



EFFECTIVE SOCIAL MEDIA MESSAGING

for ag safety and health centers

Content Repository

Include a list of resources with the:

- Link to the resource
- Link to the associated graphic
- Copy/text for each social media network, including any tags

Organize different types of content:

- Evergreen engagement content
- Evergreen promotional content
- Specific campaign content
- Recurring communications content

Annual Days & Events

Include a list of:

- National and international holidays
- Holidays specific to ag
- Annual days that are related to ag
- Conferences

RESOURCES



AgDaily: National Days in Agriculture



U.S. Farmers & Ranchers in Action: Events Calendar



HubSpot: Social Media Holidays

Common Tags

Include a list of the social media handles for organizations that you regularly tag. Make sure to use the correct handle for each avenue of social media.

Example of Common Tags:

Organization	Facebook	Instagram	Twitter
AgriSafe	@agrisafe.network	@agrisafe_network	@agrisafenetwork
GPCAH	@GPCAH		@GPCAH
NIOSH	@NIOSH	@nioshusa	@NIOSH
CDC	@CDC	@cdcgov	@cdcgov



EFFECTIVE SOCIAL MEDIA MESSAGING

for ag safety and health centers

Developing Content

General Communication Tips

- Follow the [Media Guidelines for Agricultural Safety](#).
- When crafting messages be sure to follow all safety protocols, including those for youth.
- When including visuals, ensure photos or graphics depict appropriate farm safety protocols, even in the image's background.
- If using a resource from another organization, tag the organization in the post and use their logo in any imagery.
- Use relevant hashtags.
- Consider translating posts into languages common to your region.
- Consider the accessibility of your posts to those with disabilities.

Tailor to Your Platform

X (Twitter)

- Must be 280 characters or less. You may be allowed to enter up to 400 characters, but only paying X members are able to see these messages. Keep it under 280 for accessibility. Tweets do not have to include an image or link, and usually have 1-3 hashtags. URLs are NOT included in tweet character counts.

Facebook

- Posts can be longer and tend to do best with graphics that depict a story, such as an infographic or pictures with individuals.

Instagram

- Posts MUST have an image. External links cannot be accessed from captions, but you can direct people to "copy/paste" the link, or use a tool like Linktree to provide links from your bio.

LinkedIn

- Posts are professional, often sharing an organization opportunities, events, accomplishments, or resources.

RESOURCES



Access the Media
Guidelines for Ag Safety



Disability Inclusion:
Creating Accessible Social
Media Content



EFFECTIVE SOCIAL MEDIA MESSAGING

for ag safety and health centers

Developing Graphics

DON'T:

- Overcrowd your design
- Use too many fonts
- Use too many words
- Use the wrong image size for a platform
- Forget to brand consistently

DO:

- Establish a color palette for your brand
- Incorporate text, but not too much
- Use high quality images and videos
 - Be aware of image copyright!
 - Find FREE images using the USDA ARS Image Gallery or CS-CASH Flickr
- Add your logo (and any other relevant logos) when appropriate
- Size images correctly
- Pay attention to trends
- Try using templates
- Use an online tool like Canva
- Follow the K.I.S.S. principle

Keep it simple, stupid.

RESOURCES



Superside:
Social Media
Graphics Ultimate
Step by Step Guide



Hootsuite:
13 Tips to Make
Better Visual
Content for Social
Media



USDA:
Agricultural
Research Service
Image Gallery



CS-CASH
Flickr Page

**Don't forget your goals when writing your posts
and creating graphics!**

ANNUAL DAYS/EVENTS TO GET YOU STARTED

JANUARY

- National Radon Action Month
- New Year
- Radon Awareness Week
- Midwest Ag Safety Leadership Association National Conference
- National Bean Day
- National Milk Day
- MLK Jr Day
- National Popcorn Day
- International Day of Education

FEBRUARY

- Grain Bin Safety Week
- Black History Month
- American Heart Month
- Presidents Day
- Groundhog Day
- National Pizza Day
- International Day of Women and Girls in Science
- Valentine's Day
- National FFA Week

MARCH

- Colorectal Cancer Awareness Month
- Women's History Month
- Groundwater Awareness Week
- Ag Safety Awareness Program (ASAP) Week
- World Sleep Day
- Stand Up 4 Grain Safety
- AgrAbility National Training Workshop
- Daylight Saving - Spring Forward
- Ag Literacy Week
- National Pig Day
- World Hearing Day

MARCH contd.

- International Women's Day
- Pi Day
- St. Patrick's Day
- National Ag Day
- National Ag Week
- First Day of Spring
- National Poultry Day
- World Water Day
- Nebraska Severe Weather Awareness Week
- Farmworker Awareness Week
- National Women in Ag Day

APRIL

- Easter
- National Gardening Day
- Earth Day
- Arbor Day
- Workers' Memorial Day

MAY

- Mental Health Awareness Month
- International Workers' Day
- Mother's Day
- Memorial Day
- Don't Fry Day
- World No Tobacco Day

JUNE

- National Dairy Month
- Pride Month
- World Milk Day
- National Egg Day
- Juneteenth
- Father's Day
- World Environment Day
- National Corn on the Cob Day

JUNE contd.

- Flag Day
- National Eat your Vegetables Day
- National Sunglasses Day
- ISASH annual conference

JULY

- National Day of the Cowboy
- National Association of County Agricultural Agents Annual Conference
- ASABE Annual Conference
- Independence Day
- Cow Appreciation Day
- National French Fry Day
- National Ice Cream Day

AUGUST

- Farmworker Appreciation Day
- NGFA Harvest Safety Week
- Safe + Sound Week
- FarmFest Minnesota

SEPTEMBER

- Husker Harvest Days
- NIOSH Respiratory Protection week
- National Farm Safety and Health Week
- EPA SepticSmart week
- Labor Day
- Patriot Day (9/11)
- Teach Ag Day
- Hispanic Heritage Month (9/15-10/15)

OCTOBER

- Indigenous Peoples' Day
- National Lead Poisoning Prevention Week
- National Farmers' Day
- Halloween

NOVEMBER

- COPD Awareness Month
- MRASH
- National STEM Day
- National Rural Health Day
- Thanksgiving
- International Stress Awareness Week
- World Remembrance Day for Road Traffic Victims
- National Seatbelt Day
- Veterans Day

DECEMBER

- December holidays
- Seasonal Affective Disorder Awareness Month
- World Soil Day
- Human Rights Day