

CONNECTICUT DAIRY DIGITAL AMBASSADOR SOCIAL MEDIA TOOLKIT

OCTOBER: COMMUNITY



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SOCIAL MEDIA TIPS

- Feeling overwhelmed by the number of social media platforms? Pick one and dig deeper.
- Remember the 80-20 Rule: 80% of your content should entertain and educate, while 20% of your content should directly market your farm or business.
- You can try **breaking out of the “ag bubble”** by inviting new people to your page through small, targeted ad campaigns and individual invites on liked posts; taking risks to get to the next level; tagging other accounts or people outside of your typical group; or collaborating with others on social media to increase reach.
- When composing photos, **think of the Rule of Thirds**. Imagine your photo divided into 9 equal parts, with two vertical lines and two horizontal lines. The most important elements in the scene should be placed along the gridlines or where they intersect. You can configure your camera settings to show the gridlines to make it easier to create your composition.
- Try [Canva](#), a free graphic design tool you can use to create social media posts and templates.
- Ready to take a photo or capture video? **Wipe the lens first!**
- If you get a **tough question or comment** in response to one of your posts: read more about the individual’s perspective; thank them for reaching out; ask clarifying questions; craft your response with research and personal experience; find common ground; thank them for the conversation. You can be kind, too! It’s ok to agree to disagree. [Here is a document](#) with messaging to address negative comments/difficult questions.



OCTOBER MESSAGING THEME

This month's theme will focus on celebrating dairy farmers' connection to their communities, serving the community, being good neighbors. Dairy farmers support open space in communities while providing nutritious dairy products. We will leverage points in time like National Farmers Day (10/12), Back to School, and the fall harvest. The campaign will expose people to what happens on the farm during harvest and how dairy is always local and in season.

Required Post Hashtags: #CTDairy #CTDairyAmbassador

Additional optional hashtags to include in your content as you see fit:
#CTGrown #UndeniablyDairy #GotMilk #Agvocate #NewEngland_IGers

PHOTO EXAMPLES



SAMPLE MESSAGING FOR INSPIRATION

NOURISHING COMMUNITIES

Connecticut dairy farmers are committed to getting dairy and its essential nutrients to you and your family. Because no matter what, we farm for you.

Dairy farmers have always been committed to their communities, whether it's by providing safe, nutritious products your family loves, to helping people get access to the food they need, at home or in schools.

According to [Feeding America](#), the nation's network of food banks, more than 50 million people may face hunger and risk missing out on essential nutrients. Over the last five years, the dairy community has donated more than 31 million servings of milk to children and families in need through The Great American Milk Drive.

Dairy farmers, processors, schools, food banks, and other partners will continue to work together to help ensure nutritious foods – like milk and dairy – are available to those facing food insecurity.

LOCALLY DRIVEN

When you choose real milk, you are choosing a local food coming from farm families right in Connecticut.

Connecticut dairy farmers work hard every day to produce high-quality and nutritious milk. Dairy farms help protect and preserve the beautiful open spaces throughout our state. When you buy dairy, you are helping to preserve this open space and are supporting your local economy.

Dairy is fresh, wholesome, and local. Dairy embodies the farm-to-table movement and has a positive impact on our local community.

Milk is one of the original farm-to-table foods, typically arriving on local grocery shelves in just 48 hours (sometimes less!) from dairy farms in our state and region.



SAMPLE MESSAGING FOR INSPIRATION

NATIONAL FARMERS DAY - TUESDAY, OCTOBER 12, 2021

[National Farmers Day](#) is a moment for people to celebrate all that our farmers do to supply us with a safe and nutritious food supply.

On National Farmers Day, you can post about why you farm or why you are passionate about dairy. You can also use it as an opportunity to thank fellow farmers or folks in the broader ag community.



GENERAL CONTENT IDEAS

Are you wondering what to show and tell about your farm or the dairy industry when posting on social media? Here are some ideas to get you started!

- Show us **what you're working on throughout the day**. What's happening at the farm during this time of year? What is being harvested? What are you preparing?
- Share your **(favorite)** cow, machinery, barns, products, view of the landscape, etc.
- Demonstrate processes, like milking cows, packaging products, loading trucks, caring for cows, cleaning machinery, preparing food, etc.
- Share a 30-second video capturing the **sounds of the countryside**.
- Tell us about a **favorite family recipe** you like to enjoy during the fall.
- Tell us **how you got involved in dairy**.
- Share **how your farm or business got started**.
- What are some "**fun facts**" about the dairy industry? (e.g. how dairy cows are the ultimate recyclers and can eat spent brewers grain)
- Introduce us to the **people you farm or work with**.
- Show us **how your family gets involved** in the work of the farm or business.
- Show us how you are **caring for the environment** in the course of your work.
- Show **what makes you proud** to do what you do and **what you value most**.



PHOTO EXAMPLES



PLANNING PAGE

Use this page as a guide to plan out your social media content ideas.

I want to show: _____

Photo Video

Caption:

I want to show: _____

Photo Video

Caption:

I want to show: _____

Photo Video

Caption:

