

## [FORWARD]

Thank you for choosing *Discover your social web: An Ohio Farm Bureau Guide to Social Media* as a resource to help you learn more about using social media.

When first making the guide publicly available on our website, we were hoping to make it a valuable tool to Ohio Farm Bureau members. Little did we know the guide would become so quickly shared and distributed through not only Ohio, but the entire nation.

Thousands have shared the guide, downloaded it and used it in their own social media training, both within and outside of agricultural circles. Many have used the guide to help legitimize the use of social media in their businesses.

We are proud of our guide, and view it as a living document and training tool critical in helping social media novices understand the value in using online communications tools with a purpose.

In the spirit of the social media habit of sharing, Ohio Farm Bureau authorizes interested parties to copy, distribute and share this guide under the following conditions:

1. No alterations will be made to any of the content (text or graphics). The guide must be shared in its current state as found at <http://tinyurl.com/OFBFsocialmedia>.
2. If wishing to include customized material for your geographical area or business, Ohio Farm Bureau recommends creating inserts to include with the original content.
3. Ohio Farm Bureau Federation is given proper credit for the guide.

That's it! Enjoy the guide and share it with family, friends and strangers alike. But first, use it to join the online conversation and provide your unique point of view to the collective conscience. We'll be waiting for you!

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*Original Version published June 2009 | 2.0 update released August 2010 |  
\*Best Communications Tool, 2009 – American Farm Bureau Federation*