

APPENDIX A BEST PRACTICES FOR SHARING YOUR STORY THROUGH SOCIAL MEDIA

Through the evolution of the Internet and social media, it's now easier than ever for everyday Web users to influence the opinions and decisions within their circle of friends and beyond. If you use Facebook and/or Twitter, or even if you just casually browse the Web, here are some tips to help share your agricultural story.

Share, Share, SHARE — Whether it's a status update on Facebook, a great tweet about something you find interesting, a fantastic video on YouTube, or passing along an e-mail that links to a good video, sharing is now what drives the Internet AND the impressions made upon people who use it! Have you seen an article, blog post, photo, video or any other item on the Web that is helpful or informative about a topic important to you? Perhaps a Facebook or Twitter friend has posted something that you could share with your friends too. If you found something interesting, a good bet is your friends will too.

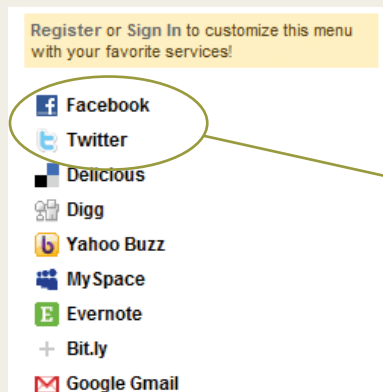
Use Share Buttons — Most websites today have icons or buttons you can click to easily share information on Facebook, Twitter or even e-mail a link to a friend. When viewing content on the Web that you have found valuable, clicking on the buttons, often labeled "Share on Facebook," or "Share on Twitter," or "Tweet This," or "E-mail a Friend," will direct you to your account, put in the link and leave room for you to share what you want to say about it. You can also do this with any informative video you find or view on the popular video sharing site, YouTube.com.

Update Your Status — This is the easiest way to reach your friends and followers. A status update on Facebook or a tweet will be seen and read by your friends and followers. Update your status whenever you are doing, reading or

thinking about something related to the image or brand you want to project. Also, by copying and pasting the Web address of an interesting article or post into your status update, you can share good links with all your friends.

- **To share your friends' links in Facebook:** Share a friend's post on Facebook by clicking on the small "Share" link that appears on the bottom right section of a friend's post. You can then add some commentary about why you are sharing the link and share it with Facebook friends.
- **Tag Pages/Friends in updates:** A great way to link people to content is by "tagging" a page or friend in Facebook. To do this, simply type the @ symbol then start typing the name of the Facebook page or friend you want to link to. For example, typing @Ohio Farm Bureau will give you the option to select the Ohio Farm Bureau Federation page. Once selected, it will turn the text in your status update blue and make it a link to the page you want to tag. You are required to be a friend or fan of the page to use tags in your status.

Don't Forget to Provide Value — Don't just share a link or message without telling your friends/followers WHY you are sharing it! This is the single most important aspect to sharing information. Provide value by telling WHY something is important enough to share! It's always worth paying attention to the details. You can also post facts about what you do in general, or show yourself being active on your farm or in your community. Sharing your expertise builds your trust and confidence in the eyes of others who friend and follow you.



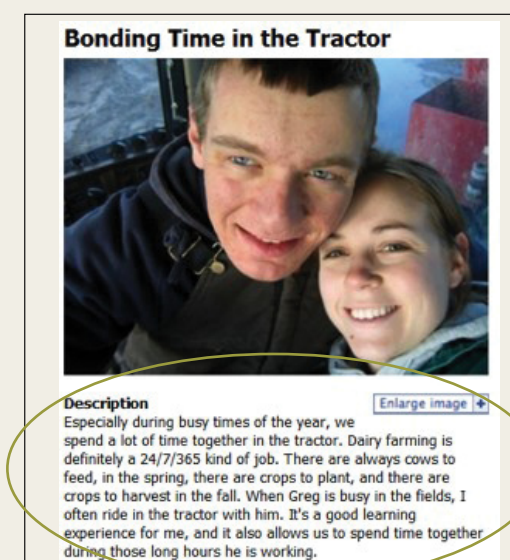
**CLICK ON SHARE
BUTTONS LIKE THESE
TO EASILY SHARE
INFORMATION ON
FACEBOOK OR TWITTER**



**PROVIDING VALUE WITH A
GOOD LINK ON FACEBOOK**

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Show Who You Are — Use social media to put a face on your family farm. Facebook is the largest photo-sharing site in the world. Take photos of your farm, your animals and your family working on the farm. Show and describe different practices used on your farm. Each photo has its own caption where you can explain what is in the photo and why you are showing it. (Provide Value!) Facebook and Twitter also provide options for uploading photos, even from a regular cell phone. See Appendix B at the end of this guide for links and details.



**EACH PHOTO HAS ITS OWN CAPTION WHERE
YOU CAN EXPLAIN WHAT IS IN THE PHOTO
AND WHY YOU ARE SHOWING IT.**

Become a fan and follower of individuals and organizations in agriculture
Become a fan of agriculture Facebook Pages and follow other ag twitter users. It will provide you with continuous updates and a great amount of information to share. By joining and becoming involved in ag-related groups on Facebook, you can also share links, comments and information with other users who aren't your Facebook friends, but who are all centered on a certain topic. You can also invite your friends to become fans of pages and join groups or causes. Find a list of resources in Appendix B at the end of this guide.

Not into Facebook and Twitter?
Comment on online stories, blogs and message boards
Many online stories and blog posts provide discussion areas, where readers can react and discuss a topic of interest. Many times, the debate in the comments section is more interesting and valuable than the story itself. This is where farmers and others in agriculture can participate and influence opinions of those with opposing or misguided views. If you are visiting a link to a good story or post, or you visit a message board where agriculture is the topic of discussion, be sure to scroll all the way to the bottom or check for a comment section where you can see what is being said and weigh in on behalf of agriculture.

Posting Advice (for use anytime you are posting any information online)

- Always keep your audience in mind. Use language anybody can understand. Avoid agricultural jargon and keep it simple.
- Do not damage your credibility by using vulgarity, name-calling, or personally attacking other posters with opposing views.
- Follow up your comment with a link to supportive websites.

Use Google Alerts to help locate new content

Google Alerts sends you an e-mail everyday giving you the latest posts about whatever topic you are interested in. Go to <http://www.google.com/alerts> and set up Google Alerts to search for regular posts, as well as blog posts. Once you find something new and interesting, be sure to share it with your social networks and comment if the opportunity is available.

Make it click!

When including links to Web addresses in posts, include <http://> before the Web address. This will ensure that the link is clickable. People are more likely to visit a clickable link than one they have to copy and paste into a Web browser.