

SOCIAL MEDIA for AGRICULTURE



Join Vermont Farm Bureau
Friday, November 3, 2017

The Taconic Hotel, Manchester, VT for two

WORKSHOPS

with special guest American Farm
Bureau Federation® Johnna Miller,
Director of Advocacy & Media Training
All Agriculture Welcome!



Johnna Miller has been with the AFBF for 16 years. Before Farm Bureau she worked as a general assignment reporter for television stations in Charleston, WV and Greenville, NC. She now uses her media background to design and offer media, advocacy and social media workshops to states and outside organizations.

1:45 - 2:45 pm

Advocate from the Farm Gate

This workshop will explore how important and effective it is to use social media for advocacy. It gives you the power to reach a lot of people even when you live in a rural region. The Center for Food Integrity says that for every negative that's said out there about agriculture (or anything), it takes 4-5 positive statements to even the scales. That means we have a LOT of work to do!

3:00 - 4:30 pm

Tackling Tough Agricultural Topics

This workshop will explore why you shouldn't shy away from Social media if you get a negative comment, and how important it is to keep engaged with your audience. It can be tough talking about controversial agricultural topics, but it's necessary. This workshop will give you some tools to make it easier to tackle those tough topics without being "unfriended" or getting blocked on Twitter.

These workshops are part of Vermont Farm Bureau's 102nd Annual Meeting.

There is no charge but you must sign up with Ginny Wheeler at Gwheeler@vfb.org or 802-434-5646. Vermont Farm Bureau's mission is serve and advance Vermont agriculture.

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