

CANADIAN AGRICULTURAL SAFETY WEEK 2018

Are you part of an **AgSafe** FAMILY?

Social Media Guide for
#AgSafeFamily - Supporting Seniors

Who is this guide for?

This guide is for all farm safety champions who use social media or other online communications like blogs.



Use the Canadian Agricultural Safety Week Hashtag

Use hashtag **#AgSafeFamily** in all your social media channels in order for us to gain momentum and build awareness and buy-in for CASW 2018.

Be an **AgSafe**
FAMILY
Supporting Seniors

agsafetyweek.ca
MARCH 11-17, 2018

PRESENTED BY



Be an **AgSafe** **FAMILY** Supporting Seniors

Connect with us

Follow us and comment, share, like, and quote relevant #AgSafeFamily content. We'll be doing the same, leading up to and during CASW.

- Twitter - @planfarmsafety
- Facebook- facebook.com/planfarmsafety
- Instagram - instagram.com/planfarmsafety
- LinkedIn - linkedin.com/company/canadian-agricultural-safety-association

We also encourage you to follow our partner, the Canadian Federation of Agriculture:

Twitter - @CFAFCA

What do you share?

You can share any information that you find on agsafetyweek.ca. There are resources and items in the media kit that you can link to.

You can also upload a Twibbon to your social media profile photo. There are also cover photos that you can pick from. Visit twibbon.com/Support/be-an-agsafe-family to start.

Other ideas

- Farm safety content that an organization you work with has produced.
- Promotion of community events during CASW.
- Photos of farm safety in practice.



When should you start posting?

Farm safety is important 7 days a week and 365 days of the year. Start posting about farm safety any time and use the hashtag #AgSafeFamily as soon as you'd like. We want to boost the farm safety conversation across all of Canada and let people know about CASW as soon as possible.

We encourage you to post about farm safety daily during CASW 2018 and tag us.

Sample Tweets

We know sometimes it's difficult to come up with ideas for social media, so we've prepared some sample Tweets for you to use. But you're welcome and encouraged to post messages that work the best for you.

Before CASW 2018:

- Ag Safety Week is soon. Find out more about being an #AgSafeFamily and Supporting Seniors, visit agsafetyweek.ca
- We're getting ready for CASW March 11-17! Learn more here: agsafetyweek.ca #AgSafeFamily
- Join us on [date here] for a CASW event. Info: [your url here] #AgSafeFamily

During CASW 2018:

- We are an #AgSafeFamily! [Include family photo]
- This year, we're Supporting Seniors on the farm by celebrating CASW. #AgSafeFamily
- DYK? Seniors have the highest rates of Ag fatalities in Canada? Prevention tips here: agsafetyweek.ca #AgSafeFamily
- How do you support seniors on the farm? Find tips and resources here: agsafetyweek.ca

After CASW 2018:

- CASW 2018 has wrapped up. But being an #AgSafeFamily is important all year. Resources here: agsafetyweek.ca

TIP!

Use a link shortening tool to make links shorter. There are lots out there, but some suggestions are:

Google URL Shortner: <https://goo.gl/>

Bitly: <https://bitly.com/>

Glossary

What is a hashtag?

- Simply, a hashtag (#) is any word or phrase immediately preceded by the # symbol. (ie: #AgSafeFamily). When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.
- Hashtags can also be searched for in the search function.
- Hashtags “trend”. That means lots of Twitter users are using the hashtag to talk about a certain topic. (Help us get #AgSafeFamily to trend in Canada!)
- Hashtags are used on Twitter, Facebook and Instagram.

What is @?

- The @ symbol is used to tag users in Twitter.
- It also might be referred to as a mention.

What's tagging (or a mention)?

- You can mention other users in your Tweet by using the @ sign followed by their username. (They will be notified of the tag.)



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CANADIAN AGRICULTURAL SAFETY ASSOCIATION
ASSOCIATION CANADIENNE DE SÉCURITÉ AGRICOLE

Advice and Feedback

If you have any questions or concerns about CASW 2018, we'd love to hear from you.

Email Robin at randerson@casa-acsa.ca or call at 877-452-272.