

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

Social Media Guide for
#AgSafeFamily - Appealing to Adults

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 2017.



Be an **AgSafe**
FAMILY
Appealing to Adults

PRESENTED BY



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

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.

What do you share?

You can share any information that you find on agsafetyweek.ca. There are resources and items in the media kit (including graphics, photos and cartoons) 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.

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 start using 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 2017 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 2017:

Ag Safety Week is soon. Find out more about being an #AgSafeFamily
agsafetyweek.ca
We're getting ready for CASW March 12-18! Learn more here: agsafetyweek.ca
#AgSafeFamily
Join us on [date here] for a CASW event. Info: [your url here] #AgSafeFamily

During CASW 2017:

We are an #AgSafeFamily! [Include family photo]
This year, we're Appealing to Adults to be #farmsafe by celebrating CASW.
#AgSafeFamily
DYK? Almost half of all ag fatalities in Canada are due to machinery? Prevention tips here: agsafetyweek.ca #AgSafeFamily
Are you interested in Women's Health on the farm? Find out more here: agsafetyweek.ca

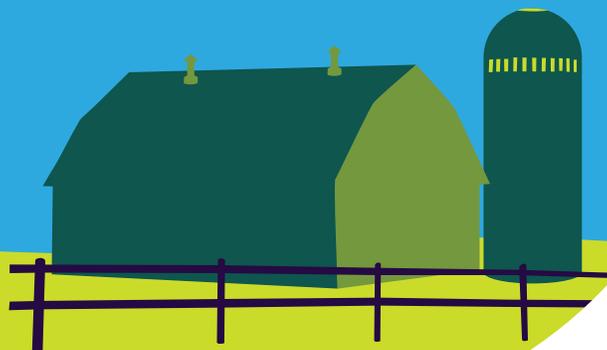
After CASW 2017:

CASW 2017 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/>



Advice and Feedback

If you have any questions or concerns about CASW 2017, we'd love to hear from you. Email Robin at randerson@casa-acsa.ca or call at 877 452 2272.

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.)

