



Outreach Toolkit: Farming First Youth Campaign - #IamAg

From 3rd – 21st October, Farming First will run a three-week advocacy campaign to encourage young people to pursue agricultural careers.

Here are SEVEN easy ways to get involved!

1. Share our “Working in Agriculture” infographic:

On Monday 3rd October, we will launch an infographic that illustrates the diverse range of careers available in the field of agriculture. **Tweet it, like it, embed it, share it!**

2. Share YOUR story:

Under 35? Then share the story of your agricultural career, using the hashtag #IamAg. Further down the line in your career? Explain to us how you got where you are and offer some advice. This could be in the form of a **blog, or sharing a 60 second video**. The best will be **turned into personalised cartoons throughout the second half of the campaign**, and used in a wrap-up video!

3. Share our illustrations:

If you work in agriculture – we may have illustrated your career! Share our cartoons on Facebook and Twitter declaring #IamAg.

4. Send direct replies to young people:

Throughout the campaign, we would like as many people as possible to engage with young people that are using the hashtag “#IamAg”. This could mean offering encouragement with a **direct tweet back**, or **filming a short video response** that offers some advice.

5. Share cool stats and stories about youth in agriculture:

Share blogs, videos, reports and interesting facts you may have on young people and agriculture – don’t forget to use #IamAg!

6. Encourage your networks to use our Twibbon:

We will be preparing a badge for your Twitter profile picture that declares “**I Am Agriculture**”. All you need is to log into Twitter, using a personal or organisational account and the rest is done for you!

Visit: <http://twibbon.com/Support/iamag-2>

7. Sign up to our Thunderclap:

At the end of the campaign, we will release an “I am Agriculture” video that features everyone who has participated. Help us promote it by **signing up to our Thunderclap**, which will send out a timed tweet featuring the video. **(Coming on Monday)**

