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Let's talk about  
Alfalfa Seed:  
Using Social Media to  
Tell Your Farm's Story

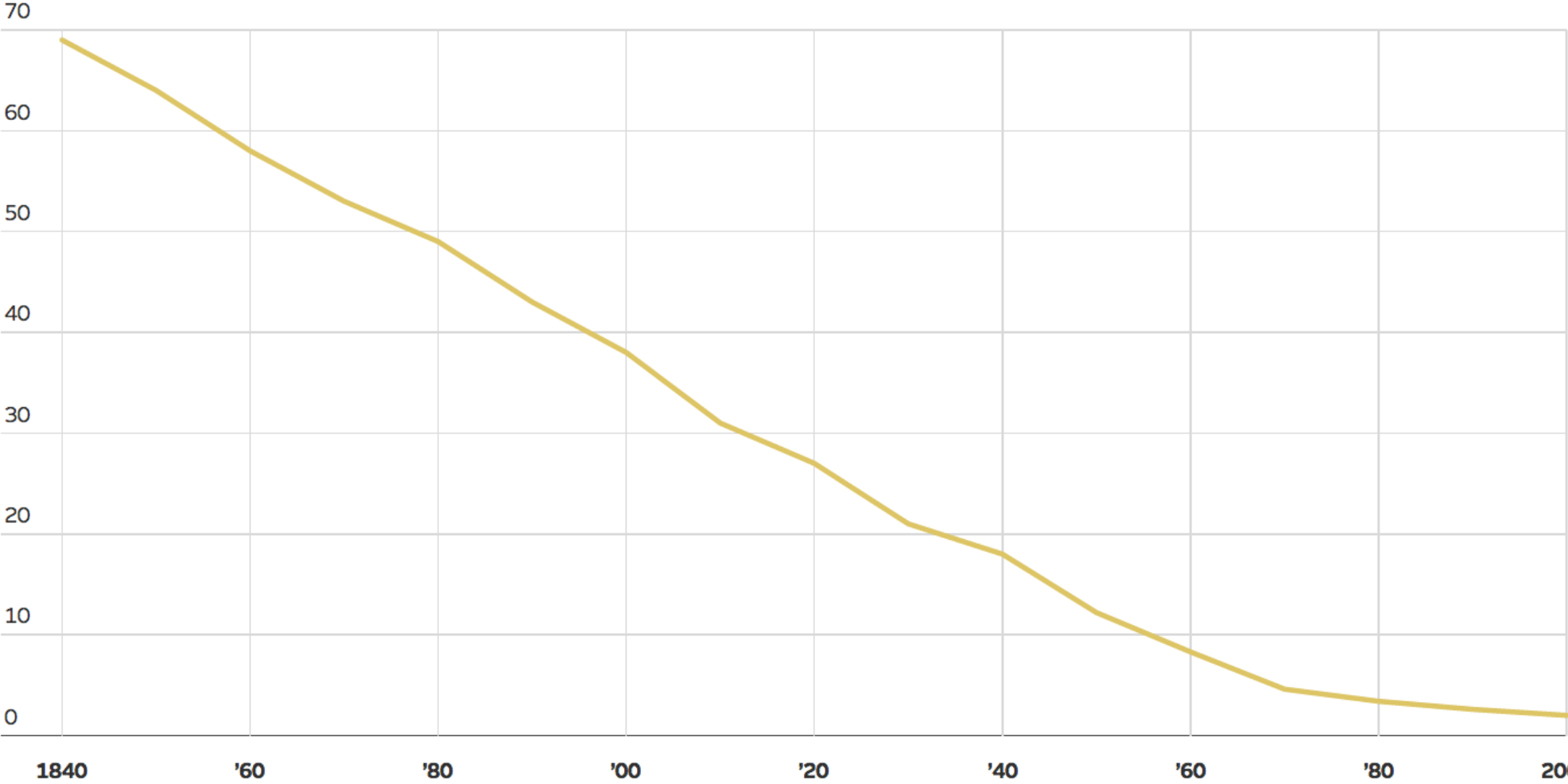




## A Little About Me...

- Grew up on military bases
- Studied International Business
- Interned at world-renowned art museum
- Worked in finance and non-profits

# % of American workforce in agriculture, 1840-2000



Source: USDA,







**CORN STALK**

 **M290-3**

**BEHR** 

**COLOR TRENDS**

**2 0 2 2**



"I could teach anybody, even people in this room, to be a farmer. It's a process. You dig a hole, you put a seed in, you put dirt on top, add water, up comes the corn... Now comes the information economy... That is a whole degree level different. You have to have a different skillset, you have to have a lot more grey matter."

Mike Bloomberg,  
US Presidential Candidate,  
2020

Source: Newsweek Feb 17, 2020

# Meet the People Getting Paid to Kill Our Planet

American agriculture is ravaging the air, soil and water. But a powerful lobby has cleverly concealed its damage.

Source: New York Times, Feb 1, 2022

▶  
DON'T LET  
ANYONE ELSE  
TELL YOUR  
STORY!

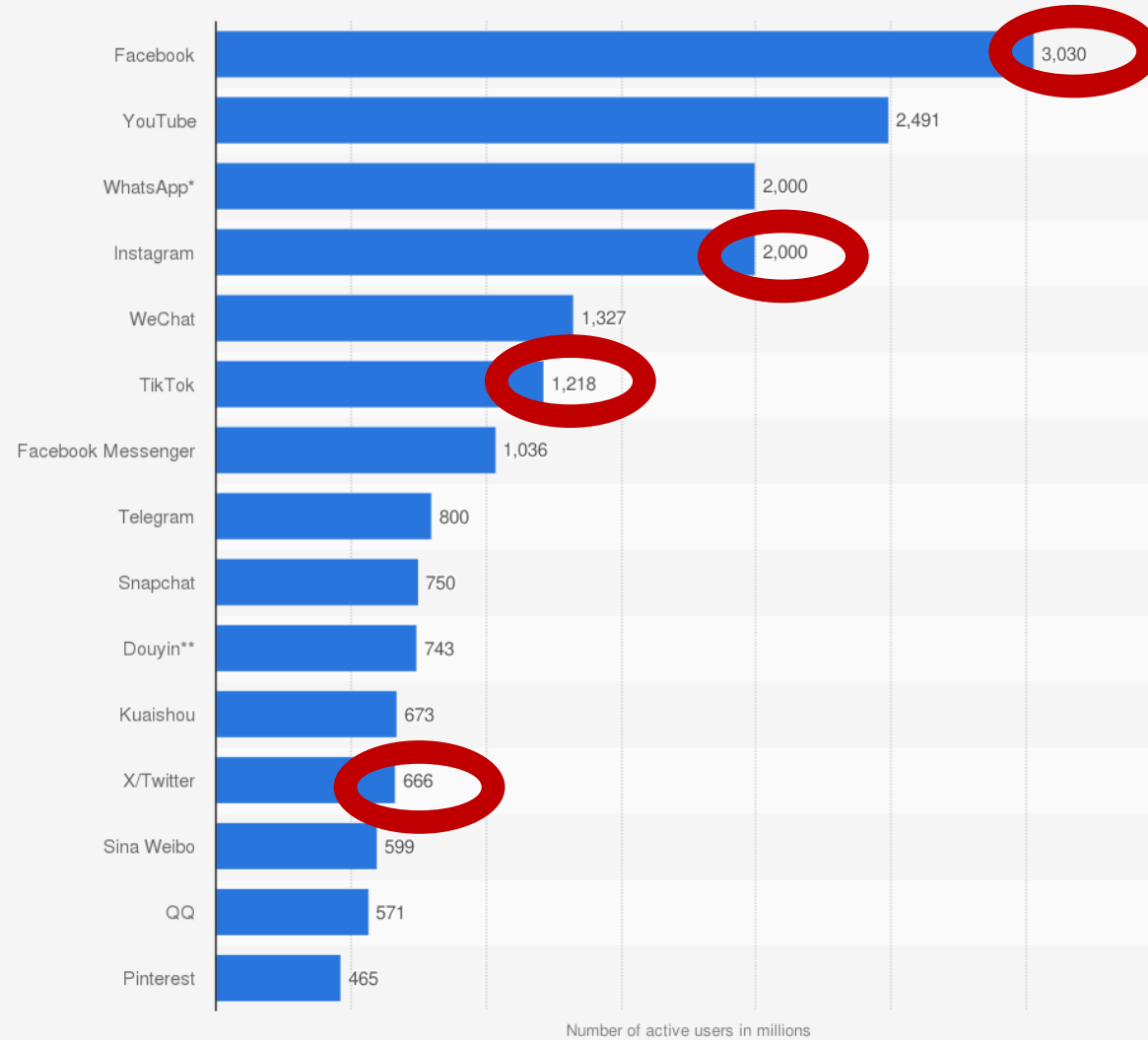


# Changing Landscape of Communication

- Social media removes the limitations of traditional communication channels
- Smartphones and internet access have made social media ubiquitous



### Most popular social networks worldwide as of October 2023, ranked by number of monthly active users (in millions)



Sources  
We Are Social; DataReportal; Meltwater  
© Statista 2023

Additional Information:  
Worldwide; DataReportal; October 2023; social networks and messenger/chat app/voip included; figures for TikTok does not include

# Connecting with Consumers

- Consumers are increasingly curious about where their food comes from.
- Through platforms like Facebook and Instagram, farmers can provide a behind-the-scenes look at their operations, fostering a deeper connection with consumers.





# Policy Advocacy

Social media provides a powerful tool to influence decision-makers.

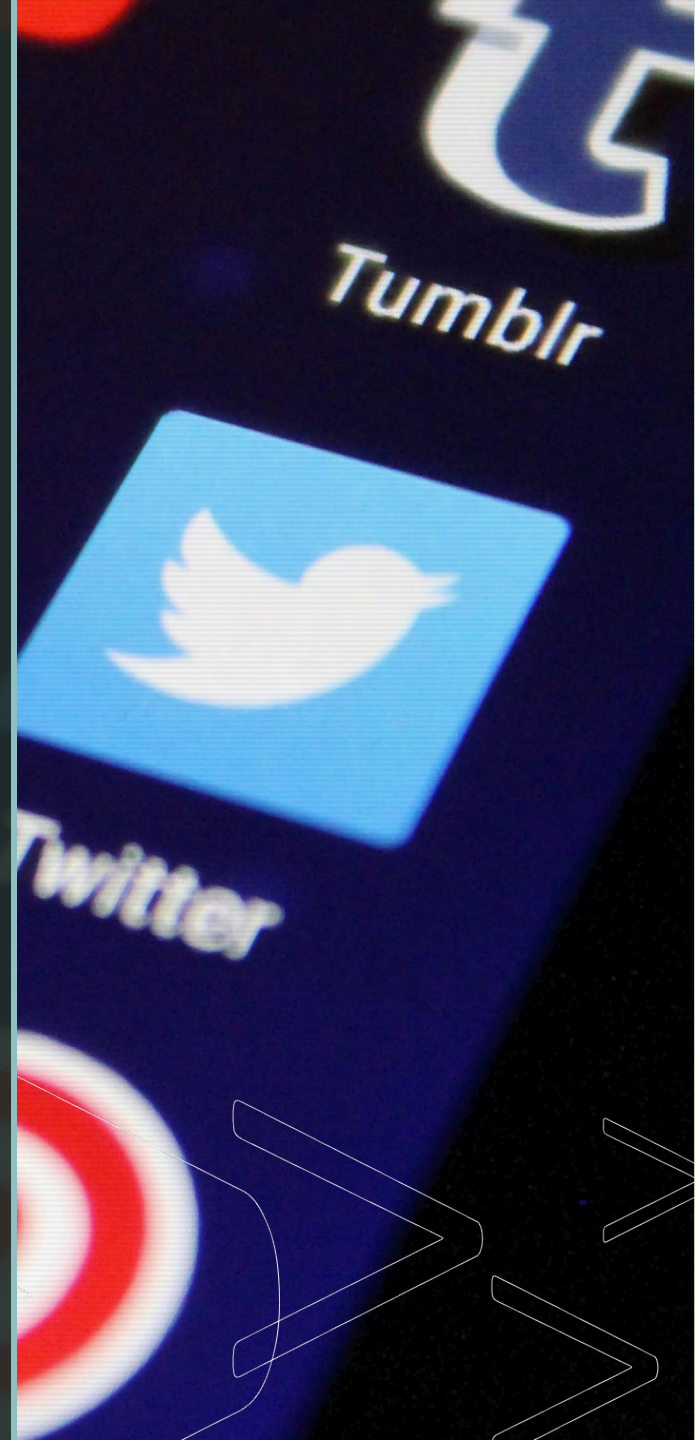
- @
- Hashtags
- Online Campaigns
- Collaborative Efforts





# How do I begin?

- Who do I want to reach?
- What platform do I want to use?
- What do I want to talk about?



# Who do I want to reach?

- Decision Makers
  - Policy Makers
  - Purchase Makers
    - Mothers
    - Millennials (1981-1996)/Older Gen Z (1997-2010)

What  
platform  
do I want  
to use?



Struggles

Products You Use

Daily Chores

Harvest

Farm Events

Labor

Research

What do I want to talk about?

Seasonal Changes

Introduce Yourself and Staff

Scenic Photos

Chemical Applications

Planting

Technology

Weeding

Legislation

Other Crops

Humor

Livestock





1. Engage

2. Engage

3. Engage



“Social media is no longer an option,  
*it is necessary.*”