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. 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!

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.