

Give your ag pride

Social media provides a powerful and

Those of us who work in agriculture – who live and love it every day – have the responsibility to make sure our industry is better understood. Because if we don't, someone else will. And, we might not like what they have to say.

Social media offers many opportunities to tell ag's story. Here are some ways you can start leveraging social media today.

Share and like

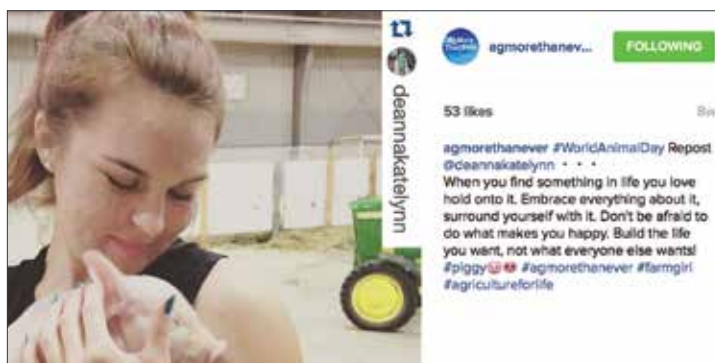
Find and follow people from different sectors or areas of the country who you think are helping tell the real, positive story of our industry. You can help spread their great work by hitting the share button or re-tweeting their content.

Find common ground

Think about what someone outside of ag might want to know – walk a mile in their shoes. Speak to issues that matter to them using terms and information that are accessible and responsible.

Use hashtags

Want to share your perspective on #GMO? Or curious about what people are saying about how we care for farm animals? Follow or search relevant hashtags. Look for conversations that you can contribute to. Share your perspective, photos and experiences. Speak from the heart and remember that it isn't about picking a fight – it's about sharing a conversation.



A picture (or video) is worth a thousand words

Share images or videos of your farm or your role in agriculture online to help others see “behind the barn doors.”

a social life

simple channel to tell agriculture's story



Keep calm, and advocate on!

Online and off, it can be frustrating to hear misperceptions about the industry we love or to deal with people who misrepresent who we are and what we do. It's important for us to stay calm, keep our cool and focus on answering questions, sharing our stories and experiences, as well as the facts and resources that can paint a more accurate picture of our industry. 🍁





We all live off the land.

Let's work together to find
common ground.




Agriculture
more than ever

Build bridges, don't go under them

Dealing with Internet trolls takes patience and a thick skin

Be it on a social media feed or the comment section of your favourite blog or site, the Internet has become the great equalizer, where anyone can share their point of view. And while most people are looking to engage in respectful conversation, even if they have differing points of view, there are people known as “trolls” who are only looking to disrupt and criticize. Bolstered by the relative anonymity of hiding behind a keyboard, these trolls’ main objective is to disrupt conversation with often hurtful and off-topic content. They can be a frustrating part of any online conversation, but it’s a little easier when you have a strategy to deal with them.



Here are some things to consider:

Don't engage

Trolls are looking for attention. They crave it. Don't give it to them.

Stick to the facts

Sometimes it's not always clear that someone is a troll at first. If you suspect someone you're engaging with is a troll, keep your comments to a minimum and stick to stating your case. Usually trolls will reveal themselves in their response, then you can simply move on.

Don't take it personally

Trolls want a negative reaction and to do it, they will resort to some very hurtful tactics. Take it for what it is and don't let it get to you.

Look to the moderator

When all else fails, most sites will have some sort of channel to report offensive comments or users.

Unfortunately trolls are a reality of having an open dialogue. But if you remain positive and patient, you can keep the trolls under the bridge where they belong. 🌸

Learn more

AgMoreThanEver.ca is filled with resources to help you be an advocate online or off.

Here are just a few:

Webinar: How to use social media to tell ag's story

Social media guru Megan Madden will tell you everything you need to know to join the ag and food conversation online. She'll help you decide which tools are best for you – and show you how you can get in on the ag and food conversations happening online today.



Webinar: How to get in on the tough ag and food conversations

Andrew Campbell talks about the importance of using social media to foster a positive perception of the industry – and shows some real-life success stories. He also covers how to deal with some of the not-so-positive dialogue out there. It's not always easy, but it's important – and everyone can do it.

Video: The power of social media in Canadian agriculture

Lyndon Carlson, a driving force behind Ag More Than Ever, recently sat down to chat about the power of social media in an agricultural context with our partners at the Canadian Association of Agri-Retailers (CAAR). In this podcast, Lyndon outlines how we as an industry can leverage the power of social media to tell our story.



AGvocates unite!

Looking to channel your passion for ag? Adding your name to our advocate list is a great way to get started. You'll join a community of like-minded people and receive an email from us every month with advocate tips to help you speak up for the industry.

Visit AgMoreThanEver.ca/agvocates to join.

