CROPLIFE AMERICA’S SOCIAL MEDIA APPROACH TO

+ INFLUENCING

GEN Y + Z

+
Overall Impressions & Visibility Growth

Follow us @CropLife_America
January

#PrecisionAg

350 + impressions

croplife_america The struggle is real... That’s why farmers need every tool available, including precision agriculture technology and integrated pest management to outsmart the many threats crops face!
January

#PrecisionAg

954+ impressions
February

#MythvsFact

32 'Likes'
2 'Shares'
1 'Save'

Myth vs Fact

Myth: "Pesticides are not regulated."

Fact:
- The pesticide industry works in concert with the U.S. Environmental Protection Agency (EPA) and other federal and state regulatory agencies to bring products to market after a thorough evaluation and approval process.
- EPA regulates pesticide use pursuant to the Federal Insecticide Fungicide and Rodenticide Act.
- Before a pesticide can be sold to farmers, pesticide manufacturers must demonstrate that the pesticide will not result in unreasonable adverse effects on the environment and a crop may not be treated with a pesticide unless EPA has specifically approved the pesticide for use on that crop.
- Federal law ensures that any pesticide residues on your food are safe for you and your family.
- The process of gaining pre-market approval or "registering" a new pesticide product is intentionally rigorous, and takes up to a decade before a new product is available to growers.
- For a company to register new products, EPA requires them to submit 1,000+ pages of scientific data that evaluate any potential product risk to review.
- Since 1959, Congress has updated pesticide laws multiple times and currently mandates that EPA re-review registered products at least every 15 years to ensure they meet current scientific and regulatory standards.

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February

#FactsNotFear

1,040+ impressions

Get Your Ag Facts Straight!

Pesticides are just one of many tools farmers need.

Growers (and your crops) battle more than 140,000 species of insects, weeds and crop diseases in the field. Without pesticides, enjoying fresh produce every day, all year would be impossible.

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March

#DirtyDozen #Residues

Worried about pesticide residue on your food?
We'll give you a few reasons to stop.

croplife_america It’s that time of year again when the latest list of “dirty” produce hits our newsfeeds and everyone shudders at those strawberries they bought the other day... So, we’ll save you the freak-out with a bundle of reasons why you shouldn’t fear your food due to residues! Swipe left! ➡️

Follow us @CropLife_America
Hashtags

#GiveaCrop
#FarmHer
#AgLoudAgProud
#Pesticides
#FactsNotFear
#ThankAFarmer
#Agriculture
#WomeninScience
#WomeninAg
#PestFacts
#AgVocate

Follow us @CropLife_America
Instagram Story

200 million users are on Instagram Stories per day.
**Best Time to Post on LinkedIn**

- **Best Days:** MO, TU, WE, TH, FR, SA
- **Worst Days:** SU

- **10 - 11 AM** during work hours
- **Weekends and after work hours tend to be the worst times to post on LinkedIn.**
- **Linkedin is used by recruiters, salespeople and business people which is why it’s used during work hours.**

**Best Time to Post on Instagram**

- **Best Days:** MO, TU, WE, TH, FR, SA
- **Worst Day:** SU

- **11 AM - 1 PM** during lunch time
- **7 PM - 9 PM** after work

- **Wednesdays get the highest level of engagement on Instagram.**
- **Most Instagrammers tend to login via mobile. So they tend to avoid browsing during work hours.**

Follow us @CropLife_America
Engage with followers

- Give a shout-out to a new follower and tag them on your Story.
- Re-post their content if it aligns with a message.
- Like & comment on their posts, especially if a follower shared one of yours.
- Ask for feedback or post a discussion question.

Follow us @CropLife_America
Free tools to create quality content

Follow us @CropLife_America
Collaborating with Ag Influencers

The Farm Babe™ unearthst he truth behind modern farming.

Michelle Miller finds the facts on food & agriculture so you can make wiser choices!

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Tell a story.
Lead with a Meme.
Use humor.

"My work explored the links between growers, retailers, scientists and marketeers to look at how collaboration can be used to find solutions for human nutrition problems. Nutrition-smart agriculture was one solution."

BARBARA BRAY
FOOD SAFETY AND NUTRITION CONSULTANT