

2016 National Farm Safety and Health Week

US Ag Centers Social Media Kit



September 18-24, 2016
“Farm Safety. A legacy to be proud of.”
#USAGCenters
#FSHW16

The U.S. Ag Centers are promoting the 2016 National Farm Safety and Health Week through social media. This social media kit has been developed to promote U.S. Ag Center YouTube videos and other safety resources that fit with the daily themes of National Farm Safety and Health Week:

Daily Themes

Monday AgrAbility

Tuesday - Health

Wednesday - Children's Topics

Thursday - Confined Spaces in Agriculture

Friday- Underground Utilities

Event Promotion

- Update your website and Facebook cover photo with the FSHW graphic:
<http://www.necasag.org/>
- During National Farm Safety Week, post the social media messages found on the following pages, or create your own posts using the hashtag #FSHW16 and #USAgCenters. Other hashtags may also be appropriate.
- Get involved in the conversation. Follow, RT and share with Twitter and Facebook accounts that message about #FSHW16 information:

Hashtags

Always use red hashtags

#USAGCenters

#FSHW16

#Agrability

#aghealth

#agsafety

#childagsafety

#pesticidesafety

#tractorsafety

#grainbinsafety

#811

Social Media Links



U.S. Ag Centers

cophunmc

CultivateSafety

GPCAH

CSUVetMedBioSci

ncrahs

FarmMedicine

nycamh

PNASHcenter

SCAHIP

swagcenter

umashcenter

AgHealthNewsUcDavis

neiwacc

Other

agrisafe.network

@CultivateSafety

@HICAHS

@ncrahs

@FarmMedicine

@PNASHCenter

@SCAHIP

@SouthwestAg95

@umash_umn

@neiwacc

For additional tips and information about FSHW16 check out the **National Education Center for Agricultural Safety** (NECAS) (www.necasag.org).

Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed. Three tools available for scheduling your social media posts are listed below.
 - a. HootSuite: <https://hootsuite.com/>
 - b. Klout: <https://klout.com/home>
 - c. FutureTweets: <http://futuretweets.com/>
2. Post images with your messages.
3. It's OK to share content from other organizations. Some recommended ratios are below.
 - a. **4-1-1** – 4 pieces of content from others, 1 reshare, 1 self-serving post
 - b. **5-3-2** – 5 pieces of content from others, 3 from you, 2 personal updates
 - c. Golden Ratio – 60% others' content, 30% your content, 10% promotional
 - d. Rule of Thirds – 1/3 posts about you, 1/3 curated content, 1/3 conversations
4. Practice the “Three A’s”.
 - a. Appreciation
 - b. Advocacy
 - c. Appeals
5. Tell stories to humanize the daily topics. Use news articles or personal anecdotes to appeal to the audience's emotional side.
6. Ask questions in your posts. Start a conversation.
7. Leave your audience with cliff hangers at the end of the day. (i.e., “Stay tuned tomorrow to learn how to keep your kids safe on the farm.”)
8. Refer to the infographic on page 5 for peak times for posting.

References

<https://blog.bufferapp.com/social-media-non-profits>

<http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph>

<http://www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html>

f FACEBOOK

🐦 TWITTER

in LINKEDIN

BEST TIME

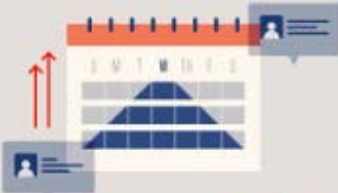


FACEBOOK
1 pm - 4 pm
result in the highest average
click through

TWITTER
Mondays - Thursdays
1 pm - 3 pm

LINKEDIN
Tuesdays - Thursdays

PEAK TIME



FACEBOOK
Wednesdays
3 pm

TWITTER
Mondays - Thursdays
9 am - 3 pm

LINKEDIN
Noon
5 pm - 6 pm

WORST TIME



FACEBOOK
Weekends
Before 8 am
After 8 pm

TWITTER
Everyday after 8 pm
Fridays after 3 pm

LINKEDIN
Mondays and Fridays
10 pm - 6 am

FACT

FACEBOOK

TWITTER

LINKEDIN

Teasers

9/12/16- 9/16/16



1. What's the first step to #farmsafety and injury prevention? Awareness! #USAGCenters tell all during #FSHW16!
2. Stay on top of the latest from the #USAGCenters during #FSHW16!
3. How can you encourage your children to stay #safe during #agricultural work? Find out on Wednesday, 9/21 #FSHW16
4. Learning #farmsafety is one of the first steps to becoming an #agricultural leader - let us help! #USAGCenters #FSHW16
5. A safe farm is a productive farm. Stay tuned for important messages during #FSHW16. #USAGCenters
6. Don't take your agricultural work for granted. Learn to stay safe and healthy during #FSHW16. #USAGCenters
7. Make sure you come home at the end of the work day. Stay safe on the farm! #USAGCenters #FSHW16
8. Protect your life; protect your livelihood! #FSHW16 #USAGCenters
9. Proud to be a farmer? Tell us why! #FSHW16 #USAGCenters
10. Farming...a legacy to be proud of. #FSHW16 #USAGCenters
11. Leave an agricultural legacy, not a tragedy. #FSHW16 #USAGCenters
12. #USAGCenters invite you to join the conversation during National Farm Safety and Health Week #FSHW16.



1. What's the first step to #farmsafety and injury# prevention? Awareness! #USAGCenters tell all during #FSHW16!
2. Stay on top of the latest from the #USAGCenters during #FSHW16!
3. Encourage children to stay #safe during #agricultural work? Find out how on Wednesday, 9/21 #FSHW16
4. Learning #farmsafety is one of the first steps to becoming an #agricultural leader - let us help! #USAGCenters #FSHW16
5. A safe farm is a productive farm. Stay tuned for important messages during #FSHW16.
6. Don't take your agricultural work for granted. Learn to stay safe and healthy during #FSHW16.
7. Make sure you come home at the end of the work day. Stay safe on the farm! #USAGCenters #FSHW16
8. Protect your life; protect your livelihood! #FSHW16 #USAGCenters
9. Proud to be a farmer? Tell us why! #FSHW16 #USAGCenters
10. Farming...a legacy to be proud of. #FSHW16 #USAGCenters
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12. #USAGCenters invite you to join the conversation during National Farm Safety and Health Week #FSHW16.

AgrAbility

Monday, 9/19/16



1. Every day, about 167 agricultural workers suffer a lost work-time injury; 5% of the injuries result in permanent impairment. AgrAbility enhances the quality of life for farmers, ranchers and other ag workers with disabilities. #USAGCenters #FSHW16 #AgrAbility <http://goo.gl/JqBg0F>
2. AgrAbility addresses spinal cord injuries, amputations, as well as, arthritis, back impairments and behavioral health issues. Learn about injury prevention at <https://goo.gl/M2kVQC>. #USAGCenters #FSHW16 #AgrAbility
3. Did you know that there is a National AgrAbility Program and many state AgrAbility programs? Check out state based programs here: <http://goo.gl/1ni9uI>. #USAGCenters #FSHW16 #AgrAbility
4. Are you a Veteran? Check out these resources from AgrAbility: <http://goo.gl/E3kSCT>. #USAGCenters #FSHW16 #AgrAbility
5. AgrAbility offers free online training and the US Ag Centers offer free safety videos: <http://goo.gl/mkkW5f>; <https://goo.gl/M2kVQC> #USAGCenters #FSHW16 #AgrAbility



1. Every day, about 167 ag workers suffer a lost-work injury. #USAGCenters #FSHW16 #AgrAbility <http://goo.gl/JqBg0F>
2. AgrAbility serves farmers, ranchers and other ag workers with disabilities. #USAGCenters #FSHW16 #AgrAbility <http://goo.gl/JqBg0F>
3. AgrAbility is cultivating accessible agriculture! #USAGCenters #FSHW16 #AgrAbility <http://goo.gl/JqBg0F>
4. What do TX, CO, CA, NE, KY and WI have in common? A n AgrAbility Project and #USAGCenters! #FSHW16 #AgrAbility <http://goo.gl/1ni9uI>
5. AgrAbility supports veterans and beginning farmers! #USAGCenters #FSHW16 #AgrAbility <http://goo.gl/E3kSCT>
6. AgrAbility offers free online training: <http://goo.gl/mkkW5f>. #USAGCenters #FSHW16 #AgrAbility

Health

Tuesday, 9/20/16



1. Never compromise your respiratory protection. Watch our #USAGCenters video to find out how to pick the right mask for the right job. #FSHW16 <https://goo.gl/BC1KF2>
 2. Get the 411 on pesticide safety. #USAGCenters video was developed to work together with the Fluorescent Tracer Manual and Kit. #FSHW16 <https://goo.gl/FwA9H7>
 3. Check out our comprehensive playlist all about #pesticidesafety during #FSHW16. #USAGCenters <https://goo.gl/KBJAG6>
 4. Cautionary tales about heat illness. Novelas sobre trabajo en el calor: Conciencia, acción y prevención de enfermedades por calor. (English subtitles) #USAGCenters #FSHW16 <https://goo.gl/DBBYOJ>
 5. Loud noises are common on ag worksites. Watch #USAGCenters video to learn how to protect your hearing in the long run. #FSHW16 <https://goo.gl/DHbdyf>
 6. Even the best mask won't work if it does not fit correctly. Learn about respirator fit: <https://goo.gl/vTfXjA> #USAGCenters #FSHW16
 7. Heat illness can be deadly! If you have diabetes or heart disease, you are at greater risk. Learn more-it could save your life. <https://goo.gl/4Xtg6q> #USAGCenters #FSHW16
1. The right safety mask can make all the difference. Learn how to pick the right one for you. #USAGCenters #FSHW16 <https://goo.gl/BC1KF2>
 2. Check out our comprehensive playlist all about #pesticidesafety during #FSHW16. #USAGCenters <https://goo.gl/KBJAG6>
 3. Don't come home to a fiesta of bugs. Check this out to avoid a #bugparty. You might be doing it wrong. #USAGCenters #FSHW16: <https://goo.gl/KBJAG6>
 4. "Don't they know I have 10,000 mouths to feed?" said the cockroach to the rat. #pesticides #USAGCenters #FSHW16 <https://goo.gl/KBJAG6>
 5. List En Espanol: Novelas sobre trabajo en el calor. #USAGCenters #FSHW16 <https://goo.gl/DBBYOJ>
 6. Can you hear me now? Protect your ears and learn more with this video: <https://goo.gl/DHbdyf>. #USAGCenters #FSHW16

Children's Safety

Wednesday, 9/21/16



1. Imagine if your 11 year old daughter was hurt while working on the ranch. Listen to Kalyn's story of pain and life with disability. <https://goo.gl/Loz11t> #USAGCenters #FSHW16
2. Think of this #USAGCenters video as "Sheep 101." Get the scoop on (almost) everything you need to start training your sheep. #FSHW16 <https://goo.gl/DnXl4L>
3. UAB Professor of Psychology, Dr. Schwebel, discusses how children follow in their parents footsteps-for better or worse. #USAGCenters #FSHW16 <https://goo.gl/FcVQz2>
4. Tractor accidents are the #1 killer of children on the farm. Watch this #USAGCenters video about #tractorsafety and discover why "it is easier to bury a tradition than bury a child." #FSHW16 <https://goo.gl/63AeSy>
5. Worried your child might not be able to do a job safely on the farm? Watch #USAGCenters video: <https://goo.gl/pP5kwG>. #FSHW16
6. Watch our #USAGCenters video series about the physical and cognitive #childdevelopment on the farm. #FSHW16 <https://goo.gl/QScG2g>
7. Do you have a 4-H project this fall? Get off on the right foot with the Right from the Start series: <https://goo.gl/uZVDQK>. #FSHW16 #USAGCenters
1. An injury on the farm can be devastating; it's even worse when it happens to a child. <https://goo.gl/Loz11t> #USAGCenters #FSHW16
2. #FSHW16-A dose of cute delivered with safety and practicality. Watch the #USAGCenters primer on dairy cows: <https://goo.gl/TYv3aC>.
3. #FSHW16 -Prevent injury on the farm. Check out our #USAGCenters video, Livestock Safety for Kids: <https://goo.gl/kmk0jl>.
4. Dr. Schwebel discusses how children model after their parents on the farm: <https://goo.gl/FcVQz2>. #USAGCenters #FSHW16
5. Tractor accidents are the #1 killer of children on the farm. Learn more at <https://goo.gl/63AeSy>. #FSHW16 #USAGCenters
6. Is your child ready to work on the farm? Watch #USAGCenters video: <https://goo.gl/pP5kwG>. #FSHW16
7. #Farmsafety first! Watch #USAGCenters video about physical\cognitive #childdevelopment on the farm: <https://goo.gl/nS3Eg1>. #FSHW16

Confined Spaces in Agriculture

Thursday, 9/22/16



1. Follow proper grain bin entry procedures and avoid tragedy: <https://goo.gl/FOW2YP>. #USAGCenters #FSHW16
2. Since 1982, NIOSH has investigated 160 fatal incidents involving confined spaces. #USAGCenters #FSHW16
<http://goo.gl/qdHwvG>
3. Use the buddy system. Never work in a confined space alone! #USAGCenters #FSHW16 <http://goo.gl/kw7oOE>
4. Never enter a manure pit during or just after agitation. Toxic gases are deadly! #USAGCenters #FSHW16
<http://goo.gl/kw7oOE>
5. If a person is unconscious in a confined space, do not rush to their aid without proper protection. Remember, you want to make the situation better not worse. #USAGCenters #FSHW16
<http://goo.gl/kw7oOE>



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4. Never enter a manure pit during or just after agitation. Toxic gases are deadly! #USAGCenters #FSHW16
<http://goo.gl/kw7oOE>
5. PPE can save your life in a confined space. No excuses-just do the right thing. #USAGCenters #FSHW16
<http://goo.gl/kw7oOE>

Underground Utilities

Friday, 9/23/16



1. More than 20 million miles of underground utilities transport water, fuel, energy, electricity and even fertilizer across the U.S. Always call 811 before you dig-it's free and can save you money, lost work time, and serious injury. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 2. Building a new fence? Call 811 three days before you dig. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 3. Did you know that moving heavy machinery over a buried pipeline can cause the pipeline to crack or break? Have underground lines marked before your next job. Call 811. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 4. Clearing brush can move underground roots and disturb buried infrastructure. Be safe, not sorry. Call 811. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 5. If you damage a pipeline, you may face fines and repair costs. It's not worth it! Call 811. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 6. You don't want to be the neighbor who knocks out the Internet, cable or other vital services. Call 811 before you dig. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
1. More than 20 million miles of underground utilities crisscross the U.S. Always call 811 before you dig. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 2. Call 811 before you fire up the post hole digger! <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 3. Putting in a new road on your property? Don't risk hitting a pipeline. Call 811. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 4. Clean up without blowing up! Call 811 before you dig and avoid underground lines. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters
 5. Don't be the neighbor who knocks out the electricity. Make a quick call to 811. <http://goo.gl/glkVnp> #FSHW16 #USAGCenters

Other Safety Topics



1. Milking should be a pleasant experience for the cow, and a safe experience for the milker. Check out our full video on Milking 101. <https://goo.gl/BEIPJE> #FSHW16 #USAGCenters
 2. You can rise to new heights with proper ladder safety (en Espanol). <https://goo.gl/NVsBuX> #FSHW16 #USAGCenters
1. Dairy farming is not without its hazards. Watch our video for a full examination on milking #barnsafety <https://goo.gl/BEIPJE> #FSHW16 #USAGCenters
 2. You can rise to new heights with proper ladder safety (en Espanol). <https://goo.gl/NVsBuX> #FSHW16 #USAGCenters

Summary

Each one of the goo.gl links below is promoted in this social media kit.

Topics

Monday: AgrAbility

- *AgrAbility homepage
- US Ag Centers YouTube page
- *AgrAbility Projects Directory
- *AgrAbility Resources for Veterans & Beginning Farmers
- *AgrAbility Online Training

Tuesday: Health

Respiratory Protection – Choosing the right mask for your agricultural job

Fluorescent Tracer Video Series

Pesticide Safety Videos (begins with Spanish Videos)

Heat Illness: Working in the Heat Novellas

Protect What's Yours – Hearing

Respiratory Protection – How to get the right fit

Heat Illness Video Series (English/Spanish)

Wednesday: Children's Safety

Injury Testimonials: A Spooked Horse

Follow the Leader – Parental Modeling

Keep Kids Away from Tractors

Right from the Start – Sheep

Can My Child Do This Job Safely?

Child Development Playlist

Right from the Start Series

Child Development 101

Livestock Safety for Kids

Right from the Start-Dairy

Thursday: Confined Spaces in Agriculture

Following Proper Grain Bin Entry Procedures Save Lives

*CDC/NIOSH Confined Spaces

*UW Extension Manure Storage/Handling

Goog.gl Link

<http://goo.gl/JqBg0F>

<https://goo.gl/M2kVQC>

<http://goo.gl/1ni9uI>

<http://goo.gl/E3kSCT>

<http://goo.gl/mkkW5f>

<https://goo.gl/BC1KF2>

<https://goo.gl/FwA9H7>

<https://goo.gl/KBJAG6>

<https://goo.gl/DBBYOJ>

<https://goo.gl/DHbdyf>

<https://goo.gl/vTfXjA>

<https://goo.gl/4Xtg6q>

<https://goo.gl/Loz11t>

<https://goo.gl/FcVQz2>

<https://goo.gl/63AeSy>

<https://goo.gl/DnXl4L>

<https://goo.gl/pP5kwG>

<https://goo.gl/QScG2g>

<https://goo.gl/uZVDQK>

<https://goo.gl/nS3Eg1>

<https://goo.gl/kmk0jl>

<https://goo.gl/TYv3aC>

<https://goo.gl/FOW2YP>

<http://goo.gl/qdHwvG>

<http://goo.gl/kw7oOE>

Friday: Underground Utilities

*Call 811 Homepage

<http://goo.gl/glkVnp>

Other Safety Topics

Considering Human and Animal Safety: Dairy Safety Training

<https://goo.gl/BEIPJE>

Ladder Injuries

<https://goo.gl/NVsBuX>

*This item was not produced by the U.S. Ag Centers.