

# 2017 Ag Safety Awareness Program Week US Ag Centers Social Media Kit



**March 5-11, 2017**  
**“Get Out of My Space”**  
**#USAGCenters**  
**#KeepFarmsSafe**  
**#ASAP17**

The U.S. Ag Centers are promoting Farm Bureau’s 2017 Ag Safety Awareness Program Week through social media. This social media kit, through a coordinated effort with American Farm Bureau Federation, has been developed to promote U.S. Ag Center YouTube videos and other safety resources that fit with the daily themes of Ag Safety Awareness Program Week:

## Daily Themes

**Monday**- Confined Space

**Tuesday** - Animal Space

**Wednesday** - Equipment Operator Space

**Thursday** - Electrical Space

**Friday**- Driver Space

## Event Promotion

- Update your website and Facebook cover photo with the Ag Safety Awareness Program Week graphic.
- During Ag Safety Awareness Program Week, post the social media messages found on the following pages, or create your own posts using the hashtags #KeepFarmsSafe, #ASAP17 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 Ag Safety Awareness Program Week.

## Hashtags

*Always use red hashtags*

#USAgCenters

#KeepFarmsSafe

#ASAP17

#getoutofmyspace

#confinedspace

#personalspace

#livestocksafety

#tractorsafety

#oneseatonerider

#noextrariders

#electricalsafety

#transportationsafety

#roadwaysafety

#sharetheroad

#SMV

## Webinars

Friday, March 10 @ 12 CST

**Title: “When machines meet the road: farm equipment crashes on public highways”**

Presenters: Marizen Ramirez, MPH, PhD & Karissa Harland, MPH, PhD

<https://agsafetyawarenessweek.eventbrite.com>

Monday, March 13 @ 12 CST

**Title: “Why we need to ‘Be Calm’ around animals-the importance of reminding our staff to think and slow down”**

Presenter: Jeff Bender, DVM, MS, DACVPM

<https://agsafetyawarenessweek.eventbrite.com>

When a participant clicks the link, they will be asked to enter their first and last name. We suggest emailing all registrants either the day before or the morning of (or both) to remind them about the webinar.

### System Check

To ensure the participants’ computers and networks are properly configured, provide the following link for them to test their systems.

[http://ufifas.adobeconnect.com/common/help/en/support/meeting\\_test.htm](http://ufifas.adobeconnect.com/common/help/en/support/meeting_test.htm)

The direct link for the webinars is: <http://ufifas.adobeconnect.com/asap17/> . The link above is preferred because it registers attendees and provides us with basic contact information.

## Social Media Links



U.S. Ag Centers

cophunmc

CultivateSafety

GPCAH

CSUVetMedBioSci

nccrahs

FarmMedicine

nycamh

PNASHcenter

SCAHIP

swagcenter

umashcenter

AgHealthNewsUcDavis

neiwacc

Other

agrisafe.network

@CultivateSafety

@HICAHS

@GPCAH

@FarmMedicine

@PNASHCenter

@SCAHIP

@SouthwestAg95

@umash\_umn

@neiwacc

For additional tips and information about ASAP17 check out the **American Farm Bureau Federation Facebook Page** <https://www.facebook.com/AgSafety/>.

## 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 and/or videos 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>

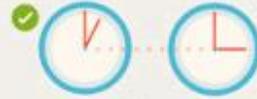
<http://www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html>

f FACEBOOK

🐦 TWITTER

in LINKEDIN

### BEST TIME

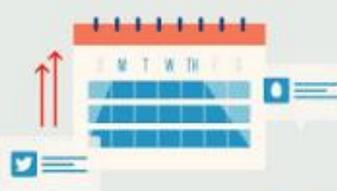


FACEBOOK  
**1 pm - 4 pm**  
result in the highest average  
click through

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

2/26/17-3/5/17



1. Get out of my space! Check out our safety tips during Ag Safety Awareness Program Week. #KeepFarmsSafe #ASAP17 #USAgCenters
2. A good personal bubble can save lives. Learn more during Ag Safety Awareness Program Week March 5-11. #KeepFarmsSafe #ASAP17 #USAgCenters
3. How long does it take to be completely engulfed in flowing grain? Stay tuned for Ag Safety Awareness Program Week to learn the answer or check out this video.  
<http://bit.ly/followinggrainbin>  
#KeepFarmsSafe #ASAP17 #USAgCenters
4. “In a pinch” should not refer to your body. Ag Safety Awareness Program Week 2017 is all about safe spaces! #KeepFarmsSafe #ASAP17 #USAgCenters
5. Why can’t little James ride on grandpa’s lap on the tractor? Don’t miss tractor operator safety tips on Wednesday. It could save your grandchild’s life.  
<http://bit.ly/kidsawayfromtractors>  
#oneseatonerider #KeepFarmsSafe #ASAP17 #USAgCenters



1. Get out of my space! #KeepFarmsSafe #ASAP17 #USAgCenters
2. A good personal bubble can save lives. #KeepFarmsSafe #ASAP17 #USAgCenters
3. Ag Safety Awareness Program Week is March 5-11. #KeepFarmsSafe #ASAP17 #USAgCenters
4. “In a pinch” should not refer to your body. #ASAP17 is all about safe spaces! #KeepFarmsSafe #USAgCenters
5. Don’t miss tractor operator safety tips on Wednesday. It could save a life. #oneseatonerider #KeepFarmsSafe #ASAP17 #USAgCenters

## Confined Space

Monday, 3/6/17



1. Be safe with confined space!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
2. Q: What is a confined space? A: A space with limited access and poor ventilation that is not intended for human occupancy.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
3. Did you know you can die in a grain bin in less than 60 seconds?  
<http://bit.ly/followinggrainbin>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
4. 5 seconds--That's how quickly a person can become engulfed in flowing grain and unable to free themselves.  
<http://bit.ly/followinggrainbin>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
5. In the past 50 years, more than 900 cases of grain engulfment have been reported. Don't become a statistic! #KeepFarmsSafe #ASAP17 #USAgCenters
6. Manure gas can be fatal even when you can't smell it-Don't go in without a monitor. #KeepFarmsSafe #USAgCenters #ASAP17 #confinedspace
7. Never trust manure. Unsafe pit entry has grave outcomes. .. #KeepFarmsSafe USAgCenters #ASAP17
8. Pumped your pits? Check for hydrogen sulfide and methane to protect you and your animals. #KeepFarmsSafe #USAgCenters #ASAP17



1. Be safe with confined space!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
2. Confined space has limited access and poor ventilation that is not intended for human occupancy. #KeepFarmsSafe #ASAP17 #USAgCenters
3. A person can be submerged in flowing grain in 60 seconds.  
<http://bit.ly/followinggrainbin>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
4. In 5 seconds, a person can become engulfed in grain.  
<http://bit.ly/followinggrainbin>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
5. In the past 50 years, more than 900 cases of grain engulfment have been reported.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
6. Manure gas can be fatal even when you can't smell it. #KeepFarmsSafe #USAgCenters #ASAP17 #confinedspace
7. Never trust manure. Unsafe pit entry has grave outcomes. .. #KeepFarmsSafe USAgCenters #ASAP17 #confinedspace
8. Pumped your pits? Check for hydrogen sulfide and methane to protect you and your animals. #KeepFarmsSafe #USAgCenters #ASAP17

Quiz Link: <https://www.surveymonkey.com/r/ASAPconfinedspace>

## Animal Space

Tuesday, 3/7/17



1. Use the flight zone and point of balance to maintain a safe distance from livestock. Learn safety basics with this video: <http://bit.ly/RFTSsafetybasics>. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  2. See why effective cattle handling is a lot like dancing in this video: <http://bit.ly/pressurezone>. #KeepFarmsSafe #ASAP17 #USAgCenters
  3. “Beware of Ninja tail—cow switches armed with frozen mud balls and possessing a range of about three feet.” Check out more of Mark Parker’s hilarious Top 10 Livestock Handling Safety Tips <http://bit.ly/ParkerTop10> #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  4. Never approach livestock from the rear or you may receive a swift kick to YOUR personal space. <http://bit.ly/livestocksafety4kids> #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  5. Don’t get between a cow and hard place. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  6. Livestock are responsible for many injuries on the farm. Respect an animal’s personal space. <http://bit.ly/livestocksafety4kids> #KeepFarmsSafe #ASAP17 #USAgCenters #livestocksafety
  7. Manure gas is fatal even when you can’t smell it. Use a monitor to know if you are safe. #KeepFarmsSafe #ASAP17 #USAgCenters #livestocksafety
1. Use the flight zone & point of balance to be safe with livestock. <http://bit.ly/RFTSsafetybasics> #KeepFarmsSafe #ASAP17 #USAgCenters
  2. See why effective cattle handling is a lot like dancing in this video: <http://bit.ly/pressurezone>. #KeepFarmsSafe #ASAP17 #USAgCenters
  3. Check out Mark Parker’s hilarious Top 10 Livestock Handling Safety Tips <http://bit.ly/ParkerTop10> #KeepFarmsSafe #ASAP17
  4. Avoid swift kicks to YOUR personal space. #KeepFarmsSafe #ASAP17 #USAgCenters <http://bit.ly/livestocksafety4kids>
  5. Don’t get between a cow and hard place. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  6. Always respect an animal’s personal space. #KeepFarmsSafe #ASAP17 #USAgCenters #livestocksafety

**Quiz Link:** <https://www.surveymonkey.com/r/ASAPanimalspace>

## Equipment Operator Space

Wednesday, 3/8/17



1. Most ag fatalities are caused by tractor overturns. This video shares the heartbreak of losing a loved one to a tractor rollover. <http://bit.ly/fataltractorrollover>  
#KeepFarmsSafe #ROPS #ASAP17  
#USAgCenters #personalspace
  2. Shield the PTO and protect your limbs and life. <http://bit.ly/othersafetyissues>  
#KeepFarmsSafe #ASAP17  
#USAgCenters #personalspace
  3. There is only enough space in the tractor seat for the operator. One seat, one rider. <http://bit.ly/kidsawayfromtractors>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  4. Flip the switch before you fix that glitch!!!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  5. Don't stick your moving parts into the machine's moving parts. Always cut the power before you work on a tractor or machine. <http://bit.ly/lockouttagout17>  
#KeepFarmsSafe #ASAP17  
#USAgCenters #personalspace
1. Most fatalities are caused by tractor overturns. Use a rollbar and a seatbelt. #KeepFarmsSafe #ROPS #ASAP17 #USAgCenters #personalspace
  2. Shield the PTO and protect your limbs and life. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  3. There is only enough space in the tractor seat for the operator. One seat, one rider. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  4. Flip the switch before you fix that glitch!!! #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  5. Don't stick your moving parts into the machine's moving parts. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace

**Quiz Link:** <https://www.surveymonkey.com/r/ASAPequipspace>

## Electrical Space

Thursday, 3/9/17



1. A downed wire can knock you down.  
Never touch a downed wire!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  2. Water and wires don't mix. Don't stand in water while operating electric tools.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  3. Don't get burned by electricity!!!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  4. Stay 10ft away from overhead wires. Check the area before moving tall equipment. #KeepFarmsSafe #ASAP17  
#USAgCenters
  5. We are all 'plugged-in' to our world. Make sure you are safe around electricity or it will be 'lights-out' for you.  
<http://bit.ly/FarmElectricalSafety>  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  6. Lockout-tagout is a cheap, effective way to stay safe while working on dangerous machines. Check out this video to see how to use lockout-tagout:  
<http://bit.ly/lockouttagout17>.  
#KeepFarmsSafe #lockouttagout  
#ASAP17 #USAgCenters
1. A downed wire can knock you down.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  2. Water and wires don't mix.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  3. Don't get burned by electricity!!!  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  4. You want to stay away from overhead wires by 10ft. #KeepFarmsSafe #ASAP17  
#USAgCenters
  5. Make sure you are safe around electricity or it will be 'lights-out' for you.  
#KeepFarmsSafe #ASAP17  
#USAgCenters
  6. Protect workers for less than the price of a meal: <http://bit.ly/lockouttagout17> .  
#KeepFarmsSafe #lockouttagout  
#ASAP17 #USAgCenters

**Quiz Link:** <https://www.surveymonkey.com/r/ASAPelecspace>

## Driver Space

Friday, 3/10/17



1. Get off my rear!! Follow farm vehicles at a safe distance. #KeepFarmsSafe #ASAP17 #USAgCenters
  2. My #SMV sign means slow down for me; 25mph is my max speed. <http://bit.ly/agroadsafety> #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  3. Make sure all farm vehicles are equipped with SMV signs. It's the law! #KeepFarmsSafe #ASAP17 #USAgCenters <http://bit.ly/ruralroadsafety>
  4. Nearly half of all incidents between motorists and farm implements involve either a left hand turn or a rear-end collision. <http://bit.ly/agroadsafety> #KeepFarmsSafe #ASAP17 #USAgCenters
  5. Take your phone away from your face and respect my #personalspace. Don't text/talk and drive. #ASAP17 #USAgCenters
  6. Remember that if you slow down to 20 mph behind a tractor for 2 miles, you will lose less than 5 minutes. #KeepFarmsSafe #ASAP17 #USAgCenters
  7. You are stuck behind a tractor and running late for work. Moving the tractor onto the shoulder could cause a tractor overturn-killing the operator. Not only that, the operator is going to work, too. #KeepFarmsSafe #ASAP17 #USAgCenters
1. Get off my rear!! Follow farm vehicles at a safe distance. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  2. My #SMV sign means slow down for me; 25 mph is my max speed. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  3. Make sure all farm vehicles are equipped with SMV signs. It's the law! #KeepFarmsSafe #ASAP17 #USAgCenters <http://bit.ly/ruralroadsafety>
  4. You don't want to play bumper cars with my 690 Combine. #KeepFarmsSafe #ASAP17 #USAgCenters #personalspace
  5. Take your phone away from your face and respect my #personalspace. Don't text/talk and drive. #KeepFarmsSafe #ASAP17 #USAgCenters
  6. If you slow down to 20 mph behind a tractor for 2 miles, you will lose less than 5 minutes. #KeepFarmsSafe #ASAP17 #USAgCenters
  7. Share the road with tractors and farm equipment. They are on their way to work, too. #KeepFarmsSafe #ASAP17 #USAgCenters

**Quiz Link:** <https://www.surveymonkey.com/r/ASAPdriverspace>

## Link Summary

Each one of the bit.ly links below is promoted in this social media kit.

### Topics

### Bit.ly Link

#### Monday: Confined Space

Following Proper Grain Bin Entry Procedures Saves Lives

<http://bit.ly/followinggrainbin>

#### Tuesday: Animal Space

Right from the Start-Safety Basics

<http://bit.ly/RFTSsafetybasics>

Mark Parker's Top 10 Livestock Handlings Safety Tips\*

<http://bit.ly/ParkerTop10>

Livestock Safety for Kids

<http://bit.ly/livestocksafety4kids>

Stockmanship Part 3 Working with the Pressure Zone

<http://bit.ly/pressurezone>

#### Wednesday: Equipment Operator Space

Keep Kids Away from Tractors

<http://bit.ly/kidsawayfromtractors>

Fatal Tractor Rollover

<http://bit.ly/fataltractorrollover>

Feeding and Other Safety Issues

<http://bit.ly/othersafetyissues>

#### Thursday: Electrical Space

Control of Hazardous Energy for lockout/tagout

<http://bit.ly/lockouttagout17>

Growing Safely-Farm Electrical Safety

<http://bit.ly/FarmElectricalSafety>

#### Friday: Driver Space

Rural Road Safety PSA\*

<http://bit.ly/ruralroadsafety>

Agricultural Equipment Road Safety

<http://bit.ly/agroadsafety>

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