

#NFSHW20 Social Media Toolkit

## 2020 National Farm Safety and Health Week US Ag Centers Promotional Toolkit



**September 20-26, 2020**

**#USAgCenters #NFSHW20 #NECASAG**

The U.S. Agricultural Centers are promoting the 2020 National Farm Safety and Health Week through social media. This social media kit has been developed to promote U.S. Ag Center safety resources that fit with the daily themes of National Farm Safety and Health Week.

This National Farm Safety and Health Week (NFSHW) social media toolkit serves the following goals: (1) create a cohesive, clear, understandable message promoting a wide range of farm safety and health topics (2) increase engagement on farm safety and health social media platforms, and (3) disseminate resources about farm safety and health.

**Daily Themes**

<b>Monday (9/21)</b>	<b>Tuesday (9/22)</b>	<b>Wednesday (9/23)</b>	<b>Thursday (9/24)</b>	<b>Friday (9/25)</b>
Tractor Safety & Rural Roadway Safety	Overall Farmer Health	Safety & Health for Youth in Agriculture	Emergency Preparedness in Agriculture	Safety & Health for Women in Agriculture

## Step 1

- Update your website and Facebook cover photo with the National Farm Safety and Health Week graphic below.
- Consider creating a Facebook event.

# NATIONAL FARM SAFETY & HEALTH WEEK

SEPTEMBER 20-26, 2020



## Step 2

- Create a press release.
- Reach out to local, state and national media outlets to share information about NFSHW.
  - Visit the following to find media outlets in your area: [print](#) | [radio](#) | [television](#)
  - Follow the [Media Guidelines for Agricultural Safety](#).
    - Images: Include images that follow all farm safety protocols. This extends to the full environment depicted in the image.
    - Text: Craft a message demonstrating that farm incidents are more common than expected yet also preventable and predictable. Use the message as a “teachable moment.” Include safety resources. Focus on the full impact of injuries and death, not

just the grief caused by the incident. Follow all safety protocols, including those for youth.

- Remember that news moves fast. You will be in competition for limited space or airtime.
- Target media outlets that have an interest in rural/agricultural issues. Know who you are going to connect with at the media outlet. Get a name!
- Get a content expert to speak on the topic of agricultural health and safety or one of the daily themes.
- Prepare to suggest several story ideas that will garner broad interest. The more sensational the story, the more likely it is to be covered by media outlets. Focus on personal stories. Not all pitches will be successful, but do not let that discourage you.
- Consider writing a letter to the editor for a local newspaper or trade publication.
- Also consider reaching out to trade publications for agricultural associations.
- **If asked to do an interview, follow these tips**
  - Keep your answers short and to the point.
  - Prepare your answers ahead of time.
  - Provide instructions on how to access resources, like the Ag Centers' YouTube channel.
  - Mention the name of the campaign, the organizers and the Ag Centers.

### Step 3

#### Post on social media

- Use the [Media Guidelines for Agricultural Safety](#)
  - Images: Include images that follow all farm safety protocols. This extends to the full environment depicted in the image.

- Text: Craft a message demonstrating that farm incidents are more common than expected yet also preventable and predictable. Use the message as a “teachable moment.” Include safety resources. Focus on the full impact of injuries and death, not just the grief caused by the incident. Follow all safety protocols, including those for youth.
- You can edit the length and content of the post template (pages 10-14) according to the platform.
- Posts with images tend to do best.
  - Use images that include a range of diverse identities.
  - If using <https://unsplash.com> or <https://pixabay.com>, cite the photographer.
- If using a resource from another organization, make sure to tag the organization in the post.
- Consider translating posts into languages common to your region, including Spanish.
- Make your social media posts are accessible for individuals with disabilities:
  - [Accessible Social Media](#)
  - [6 ways to make your social media posts accessible for people with a visual impairment](#)
- Suggestions for Individual Platforms
  - Tweets tend to be short (≤280 characters), pithy, need not always include an image or external link, often have 1-3 hashtags, and do best when framed as part of a larger regional/national dialogue. When an organization or individual is tagged at the beginning of a tweet, a period must be placed before the handle for all followers to view the tweet. Otherwise, the tweet will only be seen by those who follow both you and the tagged Twitter account.
  - Facebook posts can be longer, should include only one general hashtag at most, and tend to do best with graphics that depict a story, such as infographics or pictures of individuals.
  - Instagram posts are centered around an image, do not include external links, and can have many hashtags.

- LinkedIn posts are professional in nature, often sharing an organization's opportunities, events, or resources.
- You may also wish to play around with Facebook and Instagram stories. Kudos to anyone who creates a TikTok video.

## Example Social Media Posts

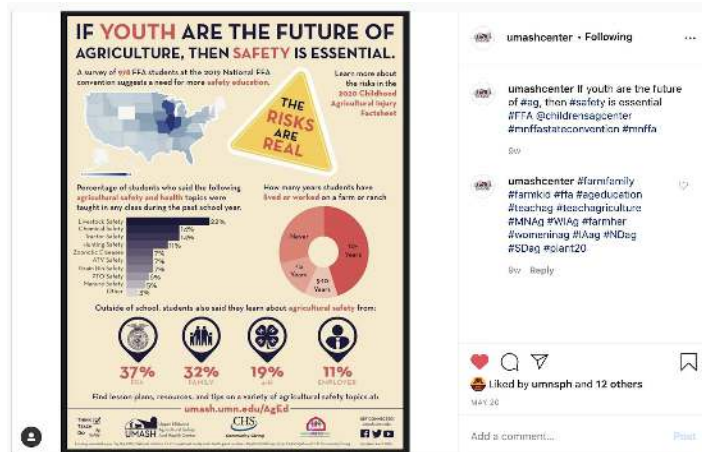
### Twitter



### Facebook



### Instagram



### LinkedIn



## Hashtags

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- **Always use:**

#USAgCenters #NFSHW20 #necasag

- **Use when appropriate:**

#CultivateSafety #ConfinedSpace #TractorSafety #FarmStress #Opioids #SuicidePrevention

#FarmerHealth #RoadwaySafety #ShareTheRoad #WomenInAg #AgTeach #TeachAg

#FarmSafety #AgTwitter #MentalHealth #MondayMotivation #TuesdayTips #WednesdayWisdom

#ThursdayThoughts #TGIF



<b>US Ag Centers</b>			
<b>Center</b>	<b>Twitter</b>	<b>Facebook</b>	<b>Instagram</b>
Pacific Northwest Agricultural Safety and Health Center (PNASH)	@PNASHCenter	@PNASHCenter	@pnashcenter
UC Davis Western Center for Agricultural Health and Safety	@AgHealthUCD	@AgHealthUCD	@AgHealthUCD
High Plains Intermountain Center for Agricultural Health and Safety (HICAHS)	@HICAHS	@HICAHSAgCenter	@hicahs
Upper Midwest Agricultural Safety and Health Center (UMASH)	@UMASHcenter	@UMASHcenter	@umashcenter
UNMC Central States Center for Agricultural Safety and Health (CS-CASH)	@unmc_cscash	@unmccscash	
Southwest Center for Agricultural Health, Injury Prevention and Education (SWAG Center)	@SouthwestAg95	@swagcenter	@swagcenter95

<b>Center</b>	<b>Twitter</b>	<b>Facebook</b>	<b>Instagram</b>
National Institute for Occupational Safety and Health (NIOSH)	@NIOSH	@niosh	@nioshusa
National Children's Center for Rural and Agricultural Health and Safety (NCCRAHS)	@nccrahs	@nccrahs	@childrensagcenter
Great Plains Center for Agricultural Health (GPCAH)	@GPCAH	@GPCAH	
Southeast Center for Agricultural Health and Injury Prevention	@SCAHIP	@SCAHIP	@scahip
Southeastern Coastal Center for Agricultural Health and Safety	@sccAgSafety	@sccagsafety	@sccagsafety
New York Center for Agricultural Medicine and Health (NYCAMH)		@NYCAMH	

<b>Additional Farm Safety Partners</b>			
<b>Center</b>	<b>Twitter</b>	<b>Facebook</b>	<b>Instagram</b>
National Education Center for Agricultural Safety (NECAS)	@NECASAG	@necasag	
Agricultural Safety and Health eXtension Community of Practice (CoP)	@AgSafety4U	@AgSafety4U	
Association of Farmworker Opportunity Programs	@AFOPHealth&Safety	@AFOPhealth	
AgriKids	@AgriKids	@agrikid	
National Farm Medicine Center	@FarmMedicine	@farmmedicine	@farmmedicine
Cultivate Safety	@CultivateSafety	@CultivateSafety	
UMN Extension - Farm Safety	@UMNFarmSafety		
National AgrAbility	@NatIAgrAbility	@nationalagrability	
Ag Injury News	@AgInjuryNews		
Ag Health & Safety Alliance	@ahsa_aghealth	@aghealthandsafety	@aghealthandsafetyalliance

<b>Center</b>	<b>Twitter</b>	<b>Facebook</b>	<b>Instagram</b>
Ohio State University Extension - Agricultural Safety and Health Program	@OSUAgSafety	@OSUAgSafetyandHealth	
Progressive Agriculture Safety Days	@PAFSafetyDays	@PAFSafetyDays	@pafsafetydays
Migrant Clinician's Network	@tweetMCN	@migrantclinician	@migrantcliniciansnetwork
Agricultural Safety and Health Council of America (ASCHA)	Agricultural Safety and Health Council of America (ASCHA)		
ISASH	@real_isash	@ISASH	
AgriSafe	@AgriSafeNetwork	@agrisafe.network	@agrisafe_network

## Use images

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Cover photos and images are available on the UMASH Flickr site: [https://www.flickr.com/photos/189530335@N06/?](https://www.flickr.com/photos/189530335@N06/)

The USDA Flickr site is also a good source of images. “These photos may be used with attribution, and editing is not permitted.” <https://www.flickr.com/people/usdagov>

Additional images are available at the CS-CASH Flickr site: <https://www.flickr.com/photos/cscash/>

### Cover Photo

# NATIONAL FARM SAFETY & HEALTH WEEK






SEPTEMBER 20-26, 2020



Promote and join the free daily AgriSafe webinars

National Farm  
Safety and Health  
Week Free Webinars



MONDAY	<p>September <b>21</b></p> <p><u>Planting the Seeds of Tractor and Machinery Safety</u> 12:00 pm – 1:00 pm CDT</p> 
TUESDAY	<p>September <b>22</b></p> <p><u>Lessons Learned in Covid-19 Prevention Efforts among Agriculture Workers and Employers</u> 12:00 pm – 1:30 pm CDT</p> <p><u>Mental Health Innovations in Ag Communities</u> 2:00 pm – 3:00 pm CDT</p> 
WEDNESDAY	<p>September <b>23</b></p> <p><u>Building a Toolkit for Child Ag Safety and Health</u> 12:00 pm – 1:00 pm CDT</p> <p><u>Teach Your Way: Open Source Ag Health and Safety Curriculum</u> 2:00 pm – 3:00 pm CDT</p> 
THURSDAY	<p>September <b>24</b></p> <p><u>Emergency Planning for Farm Operations</u> 12:00 pm – 1:00 pm CDT</p> <p><u>Respiratory Protection Issues in Agriculture: What to wear and does it fit?</u> 2:00 pm – 3:00 pm CDT</p> 
FRIDAY	<p>September <b>25</b></p> <p><u>Safety in the Field: Addressing Workplace Sexual Harassment for Farm Workers</u> 10:00 am – 11:15 am CDT</p> <p><u>Discovering the Root of your Back Story: Prevention and Understanding of Back Injuries</u> 12:00 pm – 1:00 pm CDT</p> 

For more information head to [learning.agrisafe.org/nfshw2020](https://learning.agrisafe.org/nfshw2020).



**Choose post text**

**Teasers (9/14-9/20)**

<p>Get excited: National Farm Safety and Health Week is in [ ] days! Wanna be part of the action? Find out more at this website: <a href="https://bit.ly/3gfeW9g">https://bit.ly/3gfeW9g</a> via @NECASAG #NFSHW20 #USAgCenters #necasag</p>	<p>Farming is for everyone, not just people with sight. National Farm Safety and Health Week is September 20 - 26, and we're making sure to write posts that are accessible to people with limited vision or who are legally blind. #NFSHW20 #USAgCenters #necasag</p>	<p>Good lighting and marking on machinery could reduce farm vehicle traffic incidents by more than half. Learn more health &amp; safety tips during National Farm Safety and Health Week. #NFSHW20 #USAgCenters #necasag</p>	<p>La Semana Nacional de Salud y Seguridad Agrícola llegará pronto. Del 21 al 25 de Septiembre, busque información sobre seguridad. Corra la voz! #NFSHW20 #USAgCenters #necasag</p>	<p>One-two-three-four. Farm injuries no more. National Farm Safety and Health Week is from September 20 - 26. Be part of the movement, and spread the word! #NFSHW20 #USAgCenters #necasag</p>
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**Monday (9/21)**

Tractor Safety & Rural Roadway Safety

Atención! Asegúrese de que su maquinaria tenga buena iluminación y señalización.

Watch out! Make sure your machinery has good lighting and markings.

[PIC] <https://bit.ly/3g6KJJJ> via @GPCAH #NFSHW20 #USAgCenters #necasag

T/F: ATVs should be on the road

F: only cross paved roads when permitted by law. #NFSHW20 #USAgCenters #necasag

[ARTICLE] <https://bit.ly/30SFsin> via @unmccscash/@unmc\_cscash

Tractor injuries are preventable. Know what they are, and learn how to prevent them. #NFSHW20 #USAgCenters #necasag [PIC] <https://bit.ly/2SH0Pju> via @GPCAH

There's plenty of farm equipment on the roads these days. Here are practical ways that drivers of farm machinery can stay safe on the road. #NFSHW20 #USAgCenters #necasag [ARTICLE] <https://bit.ly/2BGiRNB> via @GPCAH

Often with larger farms, field locations spread over larger distances, & farmers have to travel on roadways during busy times. WI Farm Fatality Reports show that 29% of farm fatalities happen on the roadway. [REPORT]

<https://marshfieldresearch.org/nfmc/wi-farm-related-fatality-reports> @FarmMedicine #NFSHW20 #USAgCenters #necasag

ATVs might look fun, but they can be dangerous if not used properly. Check out the #USAgCenters YouTube channel for tips & tricks about staying safe on ATVs, brought to you by @HICAHS. [WEBSITE]

<https://www.youtube.com/user/USAgCenters/videos>

Roadway safety is for everyone- including animals. Loading, distributing and handling animals around trailers can be done safely. [VIDEO] <https://youtu.be/Pyd0rUAtlig> via @swagcenter/@SouthwestAg95 #NFSHW20 #USAgCenters #necasag



**Tuesday (9/22)**

Overall Farmer Health

Am I sick...Or stressed? Learn the signs and symptoms of stress. #NFSHW20 #USAgCenters #necasag [PIC] <http://umash.umn.edu/stress> via @UMASHcenter

Mental illness isn't something you should suffer through. [ARTICLE] <https://bit.ly/339WATy> via @swagcenter/@SouthwestAg95 #NFSHW20 #USAgCenters #necasag

Whole body vibration (WBV)-when the shaking motion of a vehicle spreads through the body-is associated with many health effects, like cramping, low back problems, and increased heart rate & blood pressure. #NFSHW20 #USAgCenters #necasag [PIC] <https://bit.ly/2EuJ6aB> via @GPCAH

Heat illnesses and deaths are preventable. You can save lives by using the HEAT Toolkit for education and prevention strategies. [TOOLKIT] [bit.ly/PNASH-HEAT-Toolkit](http://bit.ly/PNASH-HEAT-Toolkit) / Las enfermedades y muertes debidas al calor son prevenibles. Puede salvar vidas utilizando el HEAT Toolkit para educación y estrategias. [TOOLKIT] [bit.ly/PNASH-HEAT-Toolkit](http://bit.ly/PNASH-HEAT-Toolkit) @PNASHCenter #USAgCenters

Can you reuse respirators? Should they be cleaned? If so, how? What about cloth face coverings? Answers below via @HICAHS/@HICAHSAgCenter ↓.  
English [ARTICLE]: <https://col.st/5Z861>  
Spanish [ARTICLE]: <https://col.st/pXsKi>  
#NFSHW #USAgCenters #necasag

Looking for ag safety and health resources specific to COVID-19, including Spanish resources? @UNMC\_CSCASH/@unmccscash has you covered. #NFSHW #USAgCenters #necasag [WEBSITE] <https://adobe.ly/3f2fCNX>

When is heat serious? Be familiar with the signs and symptoms of heat illness. #NFSHW #USAgCenters #necasag [PIC] <https://bit.ly/2P8rVO6> via @PNASHcenter

**Wednesday (9/23)**

Safety & Health for Youth in Agriculture

It may seem like a tractor rollover won't happen to you, but what about youth driving tractors? Install a ROPS today. See if you are eligible for the National ROPS Rebate Program. [VIDEO] <https://www.youtube.com/watch?v=DcEgrdc4uhU> via @FarmMedicine #NFHW20 #USAgCenters #necasag

How do you talk with children about a pandemic? @sccagsafety has tips in Spanish and English. [ARTICLE] <https://bit.ly/33ahMJ9> #NFHW20 #USAgCenters #necasag

We're showing ag educators some love: Free, educational materials ready for classroom use, including a list of COVID-19 friendly activities. #NFHW20 #USAgCenters #necasag [WEBSITE] <https://bit.ly/3hTbFNF> via @UMASHCenter

.@CultivateSafety tiene recursos en español y francés sobre la seguridad agrícola para los adolescentes y jóvenes. [PÁGINA DE WEB]

.@CultivateSafety has Spanish and French resources about agricultural safety for adolescents and youth. #NFHW20 #USAgCenters #necasag [WEBSITE] <https://bit.ly/3jNZR0D>

"Children, sometimes as young as infants, can be seen riding on tractors with adults...[T]his quality time can turn into a tragedy very quickly...[N]early all tractor runover incidents are 100% preventable." - via @NYCAMH [ARTICLE] <https://bit.ly/2D2Evv4> #NFHW20 #USAgCenters #necasag

What puts kids at risk on the farm? Their age, size, and more...The farm is a great place for kids, if done safely. [ARTICLE] <https://bit.ly/2PcGErz> via @unmccscash/@unmc\_cscash #NFHW20 #USAgCenters #necasag

**Thursday (9/24)**

Emergency Preparedness in Agriculture

Hope for the best...But plan for an emergency. Start with a checklist. #NFSHW20 #USAgCenters #necasag [ARTICLE] <https://bit.ly/30Tce2N> via @UMASHcenter

Plan for an emergency. Are you prepared? @AgHealthUCD has resources to keep you safe, including Spanish-language resources. #NFSHW20 #USAgCenters #necasag [WEBSITE] <https://aghealth.ucdavis.edu/>

¿Están preparados para una emergencia? @AgHealthUCD tiene recursos para proteger su seguridad, incluyendo materiales en español. #NFSHW20 #USAgCenters #necasag [SITIO DE WEB] <https://aghealth.ucdavis.edu/>

Make sure you prepare for your animals in an emergency. Check out this Community Animal Disaster Planning Toolkit from @HICAHSAgCenter/@HICAHS. #NFSHW20 #USAgCenters #necasag [WEBSITE] <https://bit.ly/2OXnyWa>

When you prepare for an emergency, you may save a life. Check out these resources from @NYCAMH. #NFSHW20 #USAgCenters #necasag [WEBSITE] <https://bit.ly/3jL93De>

Grain engulfment happens in seconds and results in a lifetime of pain. Learn how Hancock County's "Stickin' It To Safety" Campaign is saving lives. [VIDEO] <https://bit.ly/39Hm9fW> via @SCAHIP

One step towards emergency preparedness? A basic disaster supply kit. Find what to include here: [ARTICLE] <https://www.uthct.edu/article/32> via @swagcenter/@SouthwestAg95 #NFSHW20 #USAgCenters #necasag

**Friday (9/25)**

Safety & Health for Women in Agriculture

#WomenInAg: We see you. We need you. [WEBSITE] <https://learning.agrisafe.org/womens-health> #NFSHW20  
#USAgCenters #necasag

#MujeresEnAgricultura: Las vemos. Las necesitamos. [SITIO DE WEB] <https://learning.agrisafe.org/womens-health>  
#NFSHW20 #USAgCenters #necasag

CW: sexual harassment

Say something! Sexual harassment in agriculture is an illegal form of discrimination and bullying. Learn what you can do to help another employee. #NFSHW20 #USAgCenters #necasag [PIC] <https://bit.ly/3g562Lv> via @AgHealthUCD

Are you worrying more, feeling anxious or irritable, or just forgetting important things? @UMASHcenter has resources for producers & farmworkers about stress and mental health. #NFSHW20 #USAgCenters #necasag [WEBSITE] <http://umash.umn.edu/stress/>

Did you know that 36% of US farmers are women? Women count in agriculture. #NFSHW20 #USAgCenters #necasag

Farm stress is real. Learn how to cultivate resiliency. #NFSHW20 #USAgCenters #necasag [WEBSITE]: <https://t.co/zfTwGxfchR> via @UMASHcenter

"¡Basta! Preventing Sexual Harassment in Agriculture is a bilingual resource that provides training for farmworkers, supervisors and growers. The training toolkit includes a video, guide and worksite materials. Share the best practices on how to report incidents, respect workers and create a worksite policy compliant with Equal Employment Opportunity Commission guidelines." @harassmentinagriculture @PNASHCenter [TOOLKIT] <https://deohs.washington.edu/pnash/toolkit>