

**Conference Call with Discussion Meet Group
Mace Thornton, Deputy Director of Public Relations
American Farm Bureau Federation
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Topic: Have farmers and ranchers effectively utilized social media to educate and influence the public? What strategies can be implemented to expand the interaction between producers and consumers?

Points to Consider:

- **Move beyond simply educating the public...to engagement.**
- **Combination of foodie culture and social media hitting the scene has created great opportunities for engagement.**
- **Values based engagement is most effective.**
- **Focus on ways to talk about food and how your farm and ranch makes its mark.**
- **Skill of listening is vital when engaging with consumers.**
- **Social media has meant adjustments in traditional agricultural mindset, where facts and science alone were king.**
- **No need to abandon facts, but don't spew canned messages and expect that to win the day.**
- **Lead with your personal story and values, and use messages as the basic foundation for your overall engagement strategy.**
- **Take advantage of your new role as gatekeepers of your own ag stories.**
- **Capitalize on the opportunities and information resources offered by your organization.**
- **Use Twitter to its fullest extent as an engagement vehicle, but also as an information resource and a community-building, networking tool.**
- **Reach beyond your backyard. Be adventurous.**
- **Work in conjunction with formal campaigns offered by your Farm Bureaus when you can.**
- **Look at traditional media outreach through the filter of social media.**
- **Join in the conversation.**