



SOCIAL MEDIA STYLE GUIDE



@OntarioFarmlandTrust



@ONFarmlandTrust



@ontariofarmlandtrust

PURPOSE AND INTENT

The purpose of **OFT's Social Media Style Guide** is to describe how our social media should be represented and conveyed to have a consistent look and feel for social media messaging and to help develop a meaningful relationship with our followers/audience.

SOCIAL MEDIA DO'S AND DON'TS

The following shall be followed when using social media for organizational-related activities (official business).

Do:

- Promote activities in support of our mission – a province-wide mandate to protect farmland.
- Post and re-post content from approved partners and stakeholders (e.g. OFA, CFFO, NFU, Farms at Work, Greenbelt, etc.)
- Post links to articles about planning decisions that impact farmland loss/conversion. Try to keep these informative and information based, rather than argumentative.
- Cite sources when stating facts.
- Be thoughtful about what you publish or post online. Posts and content should be respectful of all parties involved, and not include any derogatory comments or swear words.
- Read the full social media article before posting or re-posting to ensure the full article is consistent with our goals.
- Spell acronyms out the first time you use them in a sentence on social media. Further down in a post you may shorten it.
- Use social media jargon if it helps you connect with your audience, but do not over use. Jargon is more acceptable on Instagram than on Facebook.
- Check and double check for spelling and grammar. OFT is a professional organization and needs to be represented as such on social media.

Don't:

- Promote/endorse contractors, organizations, or suppliers who provide products or services for farms.
- Support politicians, political parties, or take stances on issues not related to farmland protection, unless approved by the Executive Director.
- Disclose or use non-public information (e.g. family name, contact information, and address of an easement property).

PUBLIC ENGAGEMENT: COMMENTS ON SOCIAL MEDIA ACCOUNTS

The goal of social media is to engage the public with our mission and the need to protect farmland in Ontario. We can expect that OFT will receive a number of questions and comments on our posts. Here are some guidelines for responding to comments on posts:

- The OFT staff person supporting social media will be the main point of contact for ALL comments on social media
- Volunteers and students are not expected to manage comments on social media, and it is advised not to start a dialogue with the public in this manner. People are entitled to their opinions, and they can comment as they wish. Staff will moderate any comments that need to be removed or addressed.

OFT SOCIAL MEDIA PROFILES

Current social media profiles:

Facebook: @OntarioFarmlandTrust

Twitter: @ONFarmlandTrust

Instagram: @ontariofarmlandtrust

Conventions for Profiles

Naming conventions are to be consistent with other OFT accounts. Ideally it is best to use the full 'Ontario Farmland Trust' organization name. This way, it is easy for users searching for the organization to find us. If this is not possible, use a naming convention mirroring the Twitter handle above (@ONFarmlandTrust). If you do choose to use this shorter name, be sure to have the name 'Ontario Farmland Trust' easily visible for users to see within a profile section on the social media account. This will allow users to see they have the right organization.

Any new social media accounts will be need to be approved by the Executive Director, and developed in consultation with the Ontario Farmland Trust team.

OFT Voice

The OFT voice is informative, current, fact-based, witty where appropriate, and helps to build a case for the value of farming (economic and ecological) and the importance of protecting farmland now and for the future.

TYPES OF POSTS THAT SUPPORT THE OFT VOICE:

1) Farmland loss and farmland protection news



The image shows a screenshot of a Facebook post from the Ontario Farmland Trust. The post is dated October 14 at 4:00 PM and includes a link to a CBC news article. The article title is "Available farmland shrinks with LaSalle's booming residential development | CBC News". The main image in the post shows an elderly man in a plaid shirt and white cap standing in a cornfield, holding a stalk of corn. A large green checkmark is overlaid on the right side of the image, indicating that this type of post is supported.

Ontario Farmland Trust
October 14 at 4:00 PM · 🌐

Coverage on Essex County's farmland loss.
Every year we see more of Ontario's excellent soils lost under pavement, which is why Ontario Farmland Trust works hard to protect the Province's farmland.

<https://www.cbc.ca/.../windsor/lasalle-development-farmland-1...>



[About this website](#)

CBC.CA
Available farmland shrinks with LaSalle's booming residential development | CBC News

2) **Current farming news from Ontario (or across Canada when appropriate) that promotes the economic and ecological value of farming**



Ontario Farmland Trust

Published by Jo Salsberg [?] · September 25 at 4:00 PM · 🌐

Have you been getting all your local vegetables?

<https://globalnews.ca/.../farmers-markets-making-a-differenc.../>



GLOBALNEWS.CA

Ontario farmers' markets harvesting success

Is there anything more relaxing than having time to stroll through a farmer...



3) Current OFT activities (monitoring site visits, the Farmland Forum etc.)



4) Farmland facts from credible sources that reflect economic, environmental, or social factors involved in farming



 ontariofarmlandtrust • Following

ontariofarmlandtrust #DYK that 28.7% of Canadian farmers are female?

ontariofarmlandtrust #ontag #farmer #farming #agchat #womeninag #cdnag



12 likes

DECEMBER 7, 2017

Add a comment...



5) Reposts from partner organizations (OFA, CFFO, Ontario Greenbelt, Oak Ridges Moraine Land Trust, Thousand Islands Land Trust, Sustain Ontario, Farms at Work, Just Food, etc.)

 **Ontario Farmland Trust** shared a post.
Published by Jo Salsberg [?] · Just now · 

'Haunting' for a fun family activity next weekend? Why not add this fun fall activity to your list?

 **Ontario Greenbelt**
Yesterday at 8:00 AM · 

Looking to make this year's pumpkin carving extra special? Why not stop by one of the local farms in your area and hand pick your own pumpkins this Halloween season? Hit the link to find out where.
[#GoLocal](#) [#HappyHalloween](#)



GREENBELTFRESH.CA
Guide to Fall Pick-Your-Own Farms in Ontario 2018 |
[Greenbeltfresh.ca](#)



6) Relevant farmland policy updates (new OMAFRA policies, municipal re-zoning news, OFT policy submissions, etc.) – these are informative in nature



 ontariofarmlandtrust • Following

ontariofarmlandtrust Did you hear? The Agricultural System for the Greater Golden Horseshoe was just released by the Province!

ontariofarmlandtrust #greatergoldenhorseshoe #agriculture #ontario #farmland #farmlandprotection

17 likes

FEBRUARY 10

Add a comment... 



TYPES OF POSTS NOT CONSISTENT WITH OFT'S VOICE:

1) Advocacy for one group or political view



 envirodefence • Follow

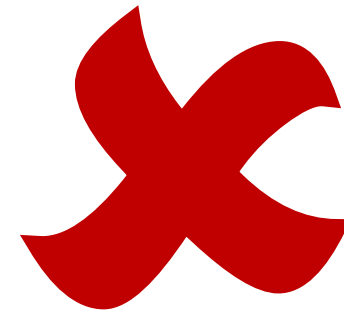
envirodefence Thanks to all who said NO to the risky Energy East pipeline. Your efforts paid off! #energyeast #tarsands #oilsands #cdnpoli #environment #cleanenergy
alc947 Way to go! 🎉👏
sjamal_ Amazing work!!



93 likes

OCTOBER 5, 2017

Add a comment...



2) Articles about food imports and food waste (although important messages, these topics are outside of the scope of OFT's mission to protect agricultural soils and farmland)

 **Sustain Ontario**
@SustainOntario Following

reducing food waste in Ontario!
#loveONTfood #foodwaste @HaltonFood
@LynnRoblin @TOfoodpolicy



reducing food waste in
ONTARIO

33% of global food production is lost each year.

In Canada, almost 50% of total food production is wasted at the household level.

DID YOU KNOW?

HOUSEHOLDS LOSE \$112 MONTH

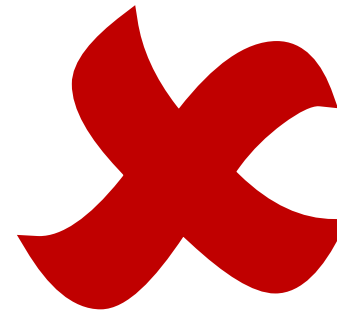
Globally wasted food produces 3.3 GIGATONNES OF CO₂ placing Food Waste behind USA and China as the worlds top CO₂ emitter.

40% OF ALL FOOD PRODUCED IS WASTED, the equivalent of 131 BILLION A YEAR.

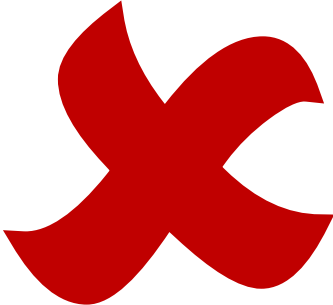
YOU CAN MAKE A DIFFERENCE!

- MEASURE IT!**
 - Do a food waste audit!
 - Survey motivations to reduce food waste in your
- PARTNER UP!**
 - Collaborate with groups to combine resources: Health Units, waste management
 - Businesses, NGOs, community
- EDUCATE!**
 - Zero waste school programs
 - Household waste
- MOTIVATE CHANGE!**
 - Subsidize the cost of backyard composters
 - Implement a waste tariff

11:36 AM - 8 Jun 2016



3) Advertising for agricultural products



4) The health and well-being of farmers (e.g. cancer, mental health – these topics although important are outside of the scope of OFT’s mission to protect agricultural soils and farmland)

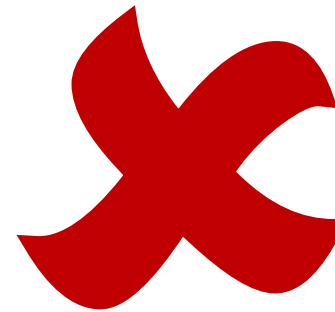
 Dairy Farmers of ON @DairyOntario · Nov 4

High stress levels, isolation and lack of access to **mental health** care are pushing agricultural producers to their breaking points. A strategy is needed to address **mental health** pressures producers are facing.



Farmers pushed to breaking point: expert | The Western Producer
High stress levels, isolation and lack of access to mental health care are combining to push agricultural producers to their breaking points, accord...
producer.com

1 21 30



POST FORMATTING

Visual Guidelines

- Posts should look consistent with high quality photos and have a similar feel that makes people get excited about farmland and protecting it.
- Instagram requires high quality photos.
- Facebook and Twitter posts that have a photo with them usually do better than those that do not.
- Choose colours and font styles that are easy to read and are consistent with OFT's font and colour style guide.

Facebook Formatting:

- Start with a witty/general comment on the top that relates to the article and why the viewer should be interested in it, or choose an important quote from the article and put quotes around it.
- Post the link to the article below the comment mentioned above. If the link is really long use bitly to shorten it.
- Ensure posts are short enough to see the whole post without needing to click to "see more".



Instagram Formatting:

- Choose a high-quality photo to match a message you are trying to convey. You may use Canva to find a free photo if you cannot find one within OFT's photo bank.
- Use appropriate hashtags to match your photo.
- Tag people where it is appropriate.
- Post Instagram stories related to OFT events, such as all day site visits.
- Keep posts short and to-the-point because the primary focus is on the photo



ontariofarmlandtrust • Following
Strom's Farm & Bakery

ontariofarmlandtrust Looking for a #thanksgiving activity that is sweet as pumpkin pie to wrap up #ontagweek? Head out to a local farm and grab your favourite pumpkin or guord for some holiday fun 🍂

ontariofarmlandtrust #stromsfarm #ontag #pumpkin #thanksgiving #happythanksgiving #agriculture #farmland #farm #ruralon



21 likes

23 HOURS AGO

Add a comment...



Twitter Formatting:

- Keep wording short (280 character limit) but attention grabbing
- Shorten the link as you did with Facebook using Bitly
- Add photos to increase interest
- Tweet numerous times throughout the day for the Farmland Forum
- Use hashtags relevant to the topic or event at the end of the statement



ONFarmlandTrust @ONFarmlandTrust · Oct 2

Today we are appreciating farm animals all around the world! Did you know that there are over 540 million kilos of commercial chicken grown in Ontario per year? How 'Egg-ceptional' #WorldFarmAnimalsDay #OntAgWeek #loveONTfood



2 1 3

Posts Per Week

Facebook/Twitter: Try to post a minimum of once per day. Maximum of two per day. Schedule posts to match with peak hours of traffic on our accounts (9:00 am, 4:00 pm, 9:00 pm). During special days/weeks post a maximum of three times per day.

Instagram: Maximum of 2-3 posts per week. Early in the morning or early in the afternoon are prime times to schedule posts.

Hashtag Usage

Current hashtags to use with posts:

#farmland
#farmlandforever
#ontag
#ontario

#farm
#farming
#ruralon
#agriculture

Be sure to check out which hashtags other similar agricultural organizations are using to stay current.

Special events that OFT hosts (e.g. Farmland Forum) can have their own hashtags so that guests can link themselves to the events (e.g. #2018FarmlandForum).

Also, holidays or special days may have different hashtags (#ontagweek for Ontario Agriculture Week in October) so we will want to use those.