



HOW TO GUIDE

PROMOTING TENNESSEE AG LITERACY WEEK

Agriculture touches everyone, and Tennessee Ag Literacy Week is the perfect opportunity to share that story with your community. Whether you're part of FFA, 4-H, Farm Bureau, a school or an ag-related business, your efforts deserve to be seen. This guide provides simple ways to publicize Ag Literacy Week activities through local media, social media and other community channels.

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SHAPE YOUR STORY

Before sharing, define your message:

- **What's happening?** Reading in classrooms, farm visits, student contests, community events, volunteer efforts.
- **Why does it matter?** Agriculture's role in daily life.
- **Who's involved?** Students, teachers, volunteers, industry leaders
- **What's the takeaway?** Agriculture is essential.

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PUBLICIZE THROUGH LOCAL MEDIA

Local news outlets are always looking for positive, community-based stories. Ag Literacy Week is a great chance to partner with local media.

Steps:

1. **Create a media contact list**
 - Include newspaper editors, TV reporters, radio hosts, etc.
2. **Write a press release or media advisory**
 - Only one page - answer "who, what, when, where, why, and how."
 - Highlight the unique angle (students reading in classrooms, farms opening doors to kids, community partnerships).
3. **Share visuals & quotes**
 - Provide photos or video clips of students and volunteers.
 - Include a quote from a student, teacher or volunteer to personalize the story.
4. **Pitch human interest**
 - Reporters love stories with kids, hands-on learning and community collaboration.
5. **Follow up**
 - Send a thank-you to media contacts who cover your story.

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USE SOCIAL MEDIA

Social platforms spread the story of your Ag Literacy Week efforts quickly and directly.

Best Practices:

- **Post before, during and after** events.
- **Share visuals:** photos of students, volunteers reading or action shots from events.
- **Use hashtags:** #AgLiteracyWeek #ThankAFarmer.
- **Highlight partnerships:** tag schools, community groups and industry partners.
- **Spotlight personal stories:** share a student's favorite ag fact or a volunteer's reason for participating.

Content Ideas:

- Volunteer spotlights
- Short videos of students sharing what they learned
- Fun agriculture facts tied to the book of the year or local crops
- Thank-you posts recognizing teachers, readers and community partners

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OTHER WAYS TO SHARE

Beyond traditional media and social platforms, look for community touch points:

- School newsletters, websites or morning announcements
- FFA/4-H newsletters and bulletins
- Farm Bureau newsletters and local ag publications
- Community calendars, libraries and church bulletins
- Partnerships with local businesses – ask if they'll display posters or share posts

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TIPS FOR SUCCESS

- Keep your message **positive and simple**.
- Make agriculture **relatable** (food, clothes, everyday products).
- Always include **contact info** and a way for people to learn more.
- Share **results**.
- **Recognize everyone involved** — students, teachers, volunteers and sponsors.

NEED HELP? CONTACT TFBF COMMUNICATIONS.
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