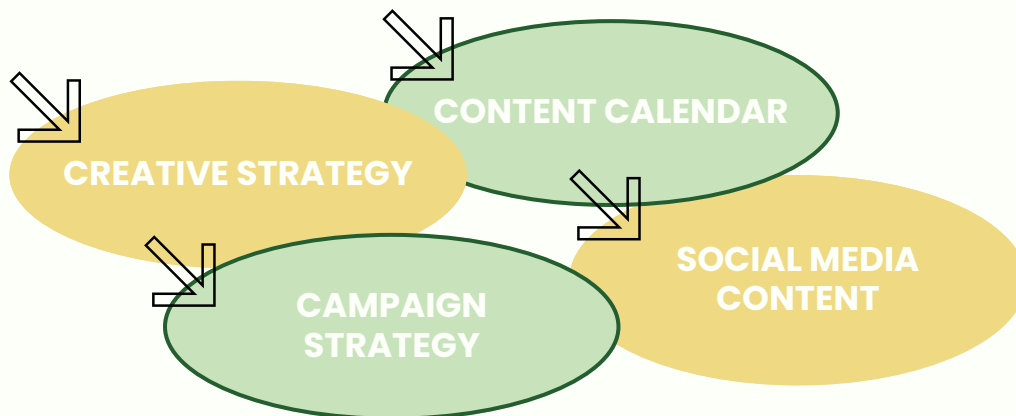


NATIVE AG COMMUNICATORS WORK GROUP

CONTENT STRATEGY TOOLKIT

SOCIAL MEDIA 101

Strengthen Your Content



SOCIAL MEDIA 101

This information was covered in the July Native Ag Communicators Work Group Webinar. The recording can be found at:

nativeamericanagriculturefund.org/native-ag-comms

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BUILDING A CONTENT STRATEGY MEANS CREATING A PLAN FOR WHAT YOU'LL POST, WHERE, WHY, AND FOR WHOM—SO YOUR CONTENT HAS PURPOSE, CONSISTENCY, AND IMPACT

1. Define Your Goals

What do you want your content to achieve?

Examples:

Raise awareness of your organization or mission

Drive attendance to events

Recruit program participants

Educate your audience

Fundraise or build partnerships

Goal Example: "Increase engagement with Native youth by 25% in 3 months."

2. Know Your Audience

Who are you trying to reach?

Think about:

Age

Interests

Location

Cultural context

Where they spend time online

Audience Example: "Native youth ages 13-18 in rural Oregon who are interested in agriculture or art."

3. Choose Your Platforms

Pick 1-3 platforms based on where your audience is active.

Options:

Instagram (visual storytelling, youth)

Facebook (community groups, older audiences)

TikTok (youth + short videos)

LinkedIn (professional/partnerships)

YouTube (long-form video)

Threads/X (text updates, trends)

4. Develop Your Content Pillars

These are 3-5 themes or categories you consistently post about.

Examples:

Agriculture education

Native youth leadership

Program updates & events

Behind the scenes

Community stories

5. Create a Content Calendar

Plan what to post and when.

Weekly Example:

Monday: Program spotlight

Wednesday: Youth story or testimonial

Friday: Fun fact or "Meet the Team" post

Monthly Example:

Week 1: Promote event

Week 2: Share results or impact

Week 3: Feature a community partner

Week 4: Educational video or tips

6. Write & Design Content

Use tools like:

Canva for graphics

CapCut or InShot for videos

Google Docs to draft captions

Use strong headlines, clear messaging, and visual consistency.

7. Post, Monitor & Adjust

Track engagement (likes, shares, saves, comments)

See what works—then do more of that!

Adjust tone, timing, or content types based on feedback.

PRO TIPS

- BATCH CONTENT (CREATE 2-4 WEEKS' WORTH AT ONCE)
- REUSE AND REPURPOSE (TURN A BLOG INTO AN INSTAGRAM CAROUSEL OR REEL)
- SCHEDULE POSTS USING TOOLS LIKE META BUSINESS SUITE OR LATER

BUILDING A CONTENT STRATEGY

Date	Platform	Post Time	Content Type	Title/Topic	Assigned To	Status	Hashtags	Notes
2024-09-01	Instagram	10:00 AM	Image	Fall Fashion Launch	Winnie Lee	Scheduled	#FashionFall, #NewArrivals	Carousel post of new collection
2024-09-02	Twitter	2:00 PM	Text/ Link	Blog Post: Best Business Books	George Towers	To Post	#Bestsellers, #Businessbook #BookLovers	Link to full article on website
2024-09-03	Facebook	5:00 PM	Video	Live Q&A with Nutritionist	David White	Preparing	#HealthTips, #Smoothie Time	Promote upcoming health webinar



MONTHLY CONTENT CALENDAR EXAMPLE

Goal: Promote bison operation build engagement

Platform: Instagram, Facebook, TikTok

Content Pillars: Community, Culture, Education

EXAMPLE

1. #MeetTheHerdMonday

Introduce individual bison with a fun fact or personality trait.

➡ "This is Matilda, our matriarch. She's been leading the herd for over 10 years."

2. #TriviaTuesday

Share fun or educational bison/ag facts, and quiz your audience.

➡ "Did you know bison can run up to 35 mph? Faster than a horse!"

3. #WorkdayWednesday

Highlight behind-the-scenes work on the ranch (fencing, feeding, calving, tagging, etc.).

➡ "Checking water lines and mineral tubs before the heat kicks in ☀️💪"

4. #ThrowbackThursday

Share historic bison images, early days of the operation, or ancestral ties to the land.

➡ "Here's a look back at our first herd in 2005—just 12 bison and a whole lot of hope."

5. #FoodieFriday / #FromPastureToPlate

Spotlight bison meat recipes, cooking tips, or partner restaurants.

➡ "Bison chili > beef chili. Don't @ us. Get the recipe 🍴"

6. #StewardshipSaturday

Talk about land management, grazing practices, sustainability, or wildlife cohabitation.

➡ "Rotational grazing helps us rebuild soil health while giving bison plenty to forage."

7. #StorytimeSunday

Feature a rancher story, family history, or community member spotlight.

➡ "Grandpa started this land with two things: a dream and a broken-down pickup. Here's the story..."

WHAT THE OVERALL MONTH LOOKS LIKE

MONTHLY CONTENT CALENDAR EXAMPLE

Goal: Promote fall programming + build engagement

Platform: Instagram, Facebook, TikTok

Content Pillars: Community, Culture, Education, Events

WEEK THEME POST IDEAS

Week 1 Program Launch – Reel: “What’s coming this fall” teaser

– Graphic: Registration dates + how to sign up

Week 2 Community Spotlight – Youth feature video

– Quote card from a participant or parent

Week 3 Educational Moment – “3 things you didn’t know about Native agriculture” carousel

– Interactive quiz

Week 4 Behind the Scenes – “Packing up for market day!”

– Staff selfie or time-lapse of field prep

Bonus Post Seasonal/Cultural – “Why fall harvest matters in our community” post

– Language or tradition highlight

LINE OUT WHAT YOU’RE POSTING DAILY IN EACH WEEK

DAY CONTENT TYPE EXAMPLE POST

Monday Educational

“🌱 Did you know ryegrass is Oregon’s top seed crop? Learn why it matters.”

Tuesday Behind the Scenes

“Setting up for tomorrow’s youth market! Come along for the ride 🚜”

Wednesday Story/Highlight

“Meet Leilani, a high school junior who just harvested her first crop!”

Thursday Event/Program Info

“🌿 Join us Saturday at the Homestead Ag Fair – free & open to the public!”

Friday Fun or Engagement

“What’s your favorite farm snack? 🍓 Vote in our poll!”

Saturday Visual Post/Recap Carousel of this week’s youth workshops or photos from the field

Sunday Rest or Reflect

“This week reminded us: growth is slow, but always worth it. 🌱 #SundayReset”



WHAT IS A CAMPAIGN STRATEGY?

A CAMPAIGN STRATEGY IS A PLANNED SERIES OF CONTENT AND ACTIONS DESIGNED TO ACHIEVE A SPECIFIC GOAL OVER A SET PERIOD OF TIME.

Key Components:

Goal: What are you trying to accomplish? (e.g. drive sign-ups, raise awareness, launch a program)

Target Audience: Who are you trying to reach?

Message: What do you want people to know, feel, or do?

Channels: Where will you reach them? (social media, email, events, flyers)

Timeline: When will the campaign start, peak, and end?

Content Plan: Posts, graphics, videos, stories, etc.

Measurement: How will you track success?

Example:

Campaign Goal: Recruit 100 Native youth to apply for a summer ag program

Timeline: March 1-April 15

Channels: Instagram, Facebook, email

Messages: "Grow your skills. Grow your future."

Tactics: Weekly posts, student testimonial video, countdown stories, CTA graphics

Success = 100+ applications submitted



WHAT IS CRISIS COMMUNICATION?

CRISIS COMMUNICATION IS HOW YOUR ORGANIZATION RESPONDS PUBLICLY AND INTERNALLY DURING A DIFFICULT OR UNEXPECTED SITUATION, LIKE A CONTROVERSY, ACCIDENT, NATURAL DISASTER, OR NEGATIVE PRESS.

Key Elements:

Preparedness: Have a crisis plan before something happens

Spokesperson: Decide who communicates on behalf of your org

Internal Messaging: First, notify your team with talking points

External Messaging: Share a clear, calm, transparent public response

Platform-Specific Tactics: Know what to post (or not) on social, website, email, etc.

Follow-Up: Communicate ongoing updates and how you're addressing the issue