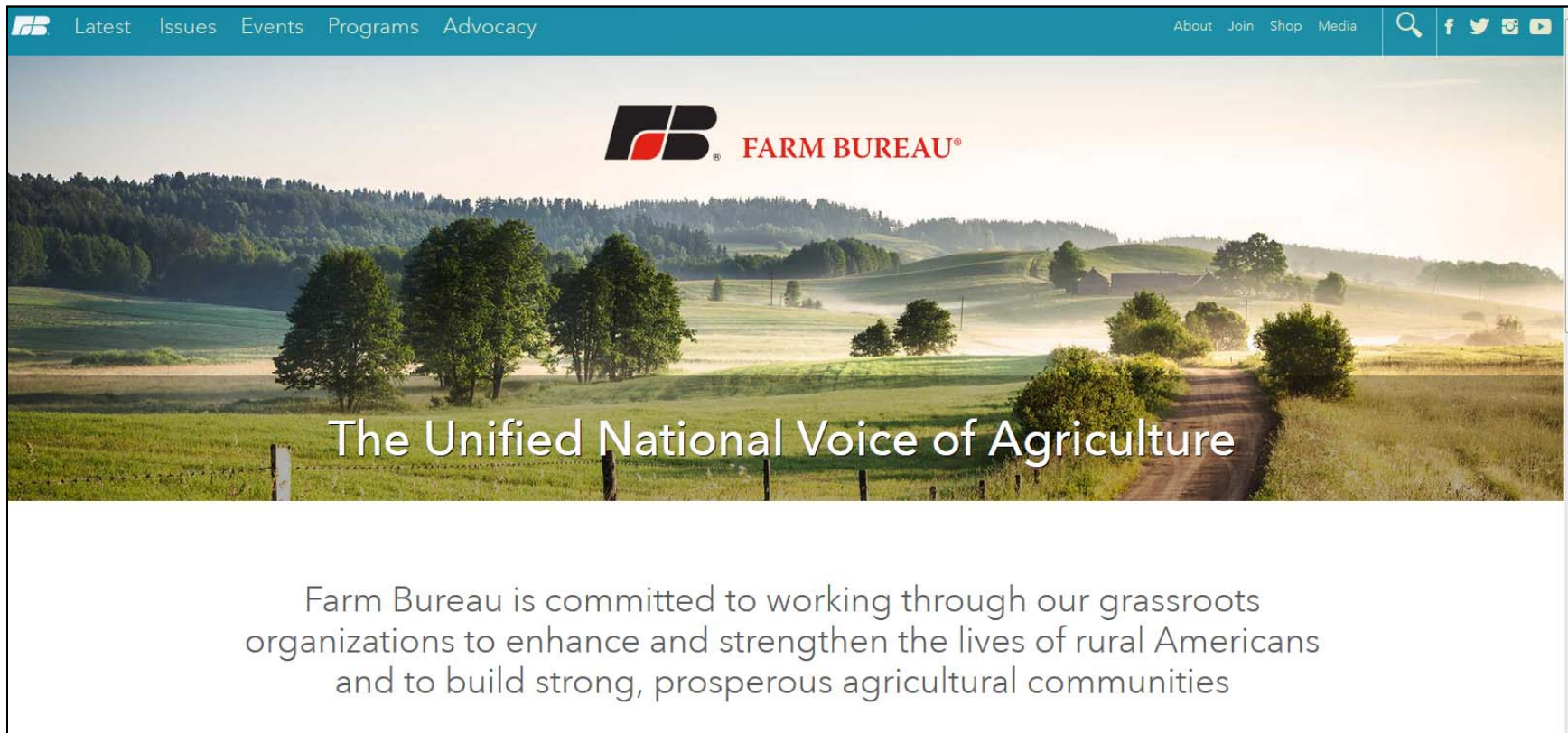


American Farm Bureau Federation



American Farm Bureau Federation®

is the unified national ***Voice of Agriculture***®

AFBF is the unified national voice of agriculture, working through our grassroots organizations to enhance and strengthen the lives of rural Americans and to build strong, prosperous agricultural communities.

5,999,327

Farm Bureau
Member Families
in 2016

2,800

County
Farm Bureaus

50

State
Farm Bureaus
+ Puerto Rico





Grassroots Outreach Team

GO Team members are Farm Bureau's key policy and media advocates. Farm Bureau created the GO Team to be effective in the new reality of advocacy: having advocates trained to effectively interact with the media and understand the best practices to influence lawmakers. The goal for the GO Team is simple: be the best team of grassroots and media advocates for agriculture.

DEMOGRAPHICS



63% are women



42% farm corn
30% farm wheat/hay
28% farm soybeans
20% farm fruits and vegetables
4% farm cotton
2% farm rice



32% raise cattle
17% raise dairy animals
5% raise poultry
4% raise pork/swine
4% raise lamb & goats
1% raises bison



5% engaged in agritourism

204

GO Team members in 46 states.

Added 43 in 2016



45

Articles, op-ed or blog posts for national media outlets on farm labor, GMOs, animal health, trade and other issues.

10

Participated in the Smithsonian Meet-a-Farmer Series

187

Meetings with a state or federal lawmaker

80

Media interviews on farm labor, GMOs, animal health, trade and other issues.

FARM BUREAU ADVOCACY

GRASSROOTS OUTREACH TEAM

Joined ▾

✓ Notifications

➦ Share

⋮ More

 Write Post  Add Photo/Video  Live Video



Write something...



Photo/Video



Poll



Feeling/Activi

PINNED POST



FB Advocacy shared a link.



Johnna Miller shared a link.

November 22 at 11:31am

Props to Oklahoma GO Teamer [Hope Pugh Pjesky](#). The reporter for this French publication saw her Focus column on trade and asked for an interview on the topic!

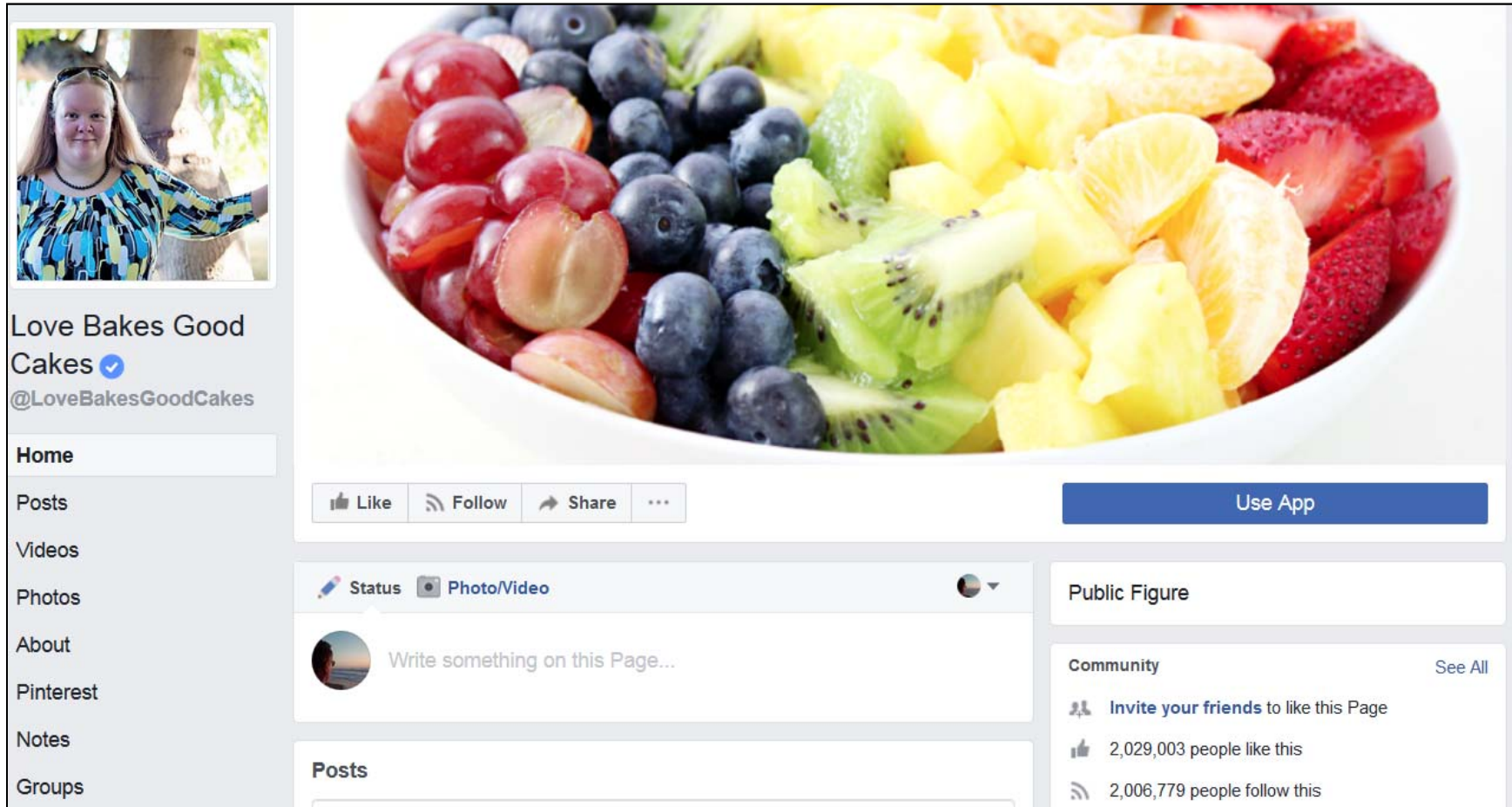


- En Floride ou dans l'Iowa, les agriculteurs américains divisés sur l'Aléna

Influencers on the Farm Tour



Influencers are the “New media”



A screenshot of a Facebook page for 'Love Bakes Good Cakes'. The page features a profile picture of a woman in a colorful patterned shirt and a large cover photo of a bowl of fresh fruit including grapes, blueberries, kiwi, pineapple, and strawberries. The page layout includes a left sidebar with navigation links, a central post area with a 'Write something on this Page...' prompt, and a right sidebar with community statistics.

Love Bakes Good Cakes ✓
@LoveBakesGoodCakes

Home
Posts
Videos
Photos
About
Pinterest
Notes
Groups

Like Follow Share ... Use App

Status Photo/Video

Write something on this Page...

Posts

Public Figure

Community See All

Invite your friends to like this Page

2,029,003 people like this

2,006,779 people follow this

Influencers are Media Savvy

The image is a screenshot of a Facebook interface. At the top, a blue header bar contains the Facebook logo, the name 'Jan D'Atri', and a search icon. Below this, the main content area shows a post from 'HMA Public Relations' dated 'November 20 at 1:55pm'. The post text reads: 'If you know Jan D'Atri from 12 News, you will be delighted with today's #MediaMonday blog post... you may even be a little surprised when you hear about her "other" career. <http://hmapr.com/mediamondays-jan-datri/>'. Below the text is a photo of Jan D'Atri, a woman with blonde hair, smiling and holding a small white dog. Under the photo, the text reads: '#MediaMonday - Jan D'Atri | HMA Public Relations Daily Blog'. Below this, it says: 'In addition to co-hosting Arizona Midday on KPNX 12 News, Jan D'Atri has a love for cooking that has turned into a second career for her.' and 'HMAPR.COM'. At the bottom of the post are icons for 'Like', 'Comment', and 'Share'. To the left of the main post is a sidebar for Jan D'Atri's profile, showing her name, '@jandatri1', and a list of menu items: Home, About, Photos, Twitter, Videos, Posts, and Community. To the right of the main post is another sidebar showing a video player with a red heart icon and a 'See All' link.

Jan D'Atri

Like Follow Share

Jan D'Atri was mentioned in a post.

HMA Public Relations
November 20 at 1:55pm

If you know Jan D'Atri from 12 News, you will be delighted with today's #MediaMonday blog post... you may even be a little surprised when you hear about her "other" career. <http://hmapr.com/mediamondays-jan-datri/>

Jan D'Atri
@jandatri1

Home
About
Photos
Twitter
Videos
Posts
Community

#MediaMonday - Jan D'Atri | HMA Public Relations Daily Blog

In addition to co-hosting Arizona Midday on KPNX 12 News, Jan D'Atri has a love for cooking that has turned into a second career for her.

HMAPR.COM

Like Comment Share

See All

Media Personalities Wanted to Go



ROSIE
ON THE HOUSE.COM
Arizona's Favorite Home Improvement Resource

RosieOnTheHouse
@RosieOnTheHouse

Home

About

Photos

Events

Videos

Posts

Notes


Community

Create a Page



Every Arizona Homeowner's Best Friend

- Trusted Referral Network
- DIY Q&A and Resources
- Statewide Radio Show



Like Follow Recommend ...

Contact Us Message

Status Photo/Video

 Write something on this Page...

Photos

Home Improvement in Scottsdale, Arizona

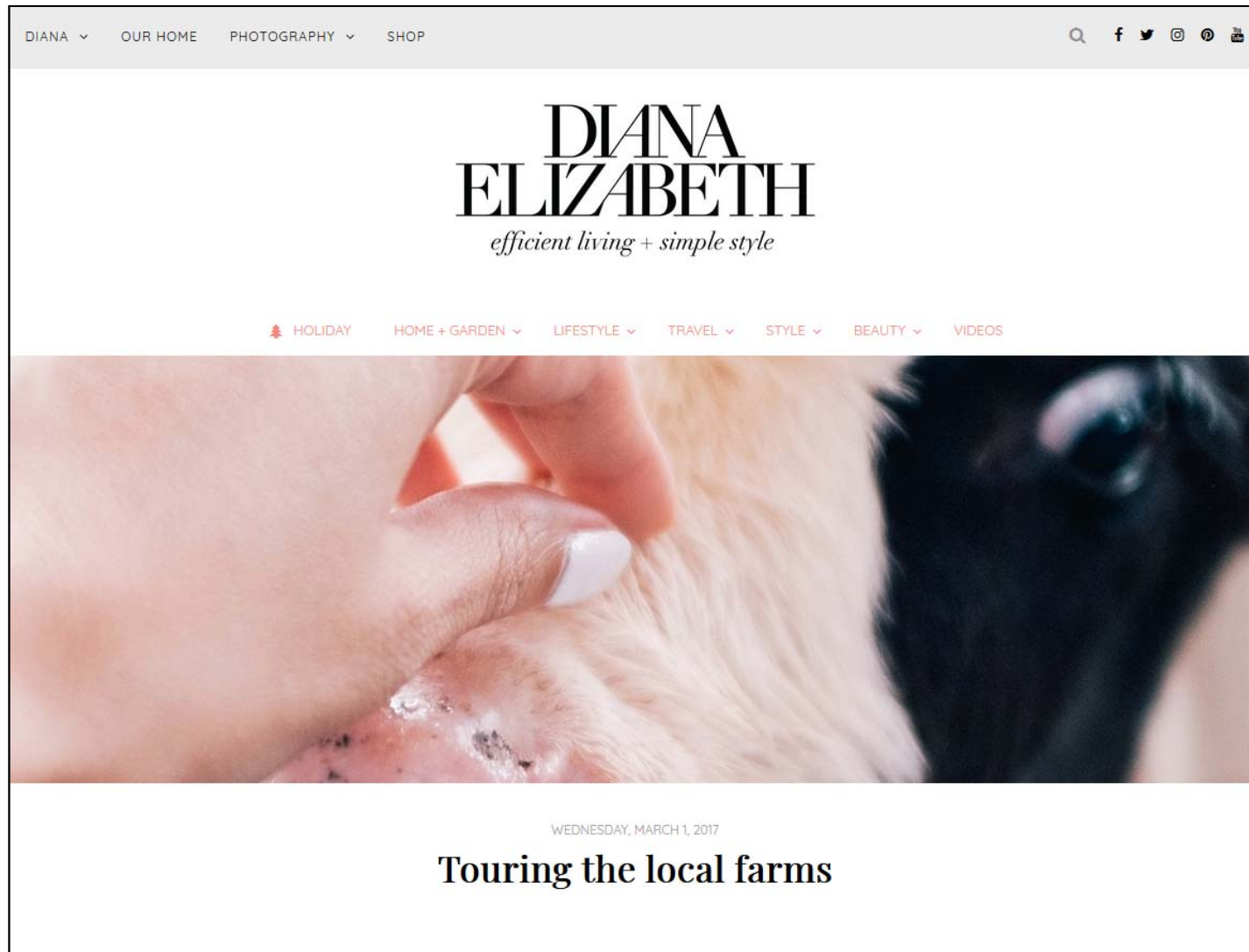
Community See All

 Invite your friends to like this Page

 3,292 people like this

 3,217 people follow this

Bloggers Influence = Storytelling



“Of course my favorite part was seeing the calf barn.”



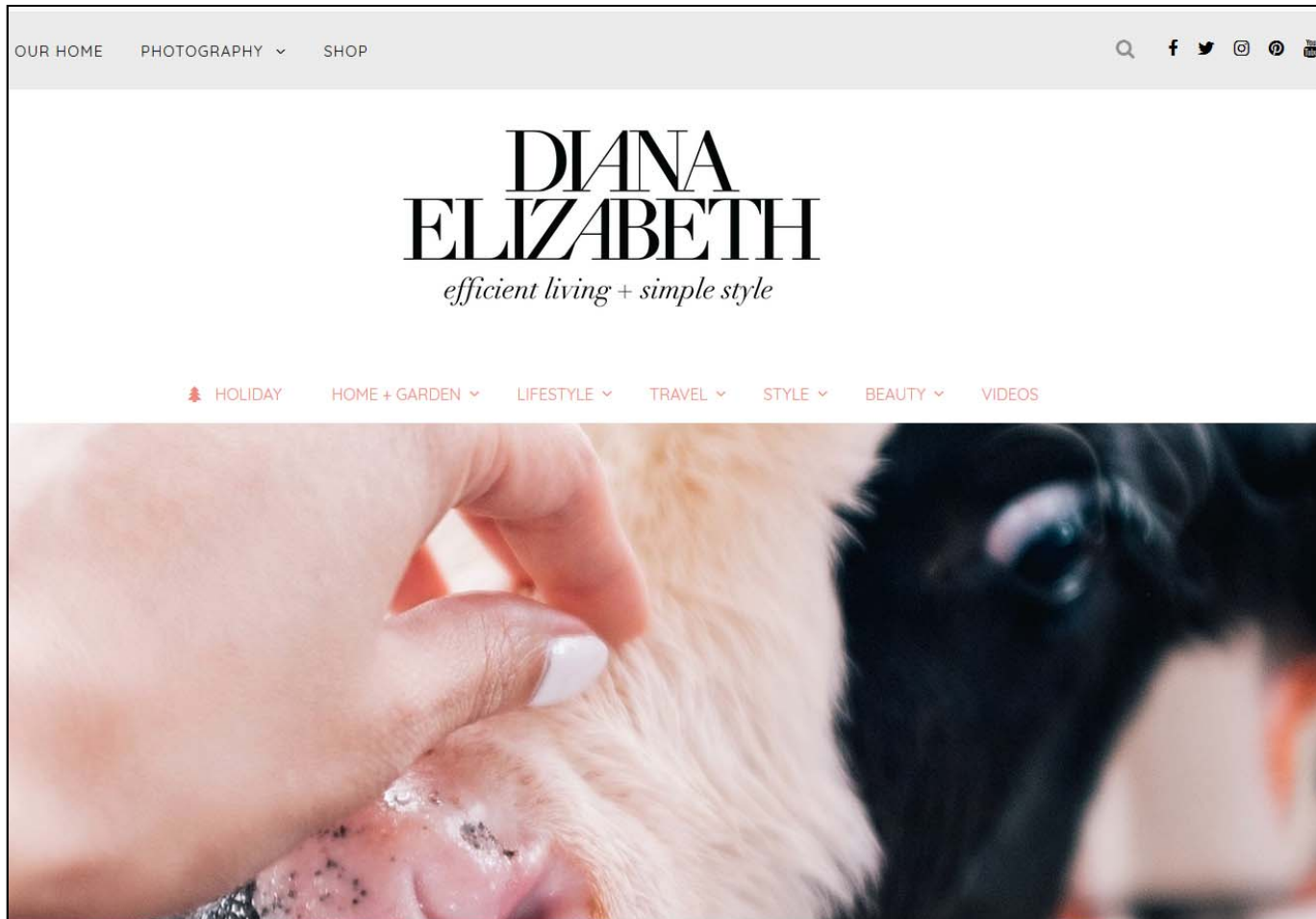
“We were able to watch cows get milked and my jaw dropped. It was the coolest thing....”



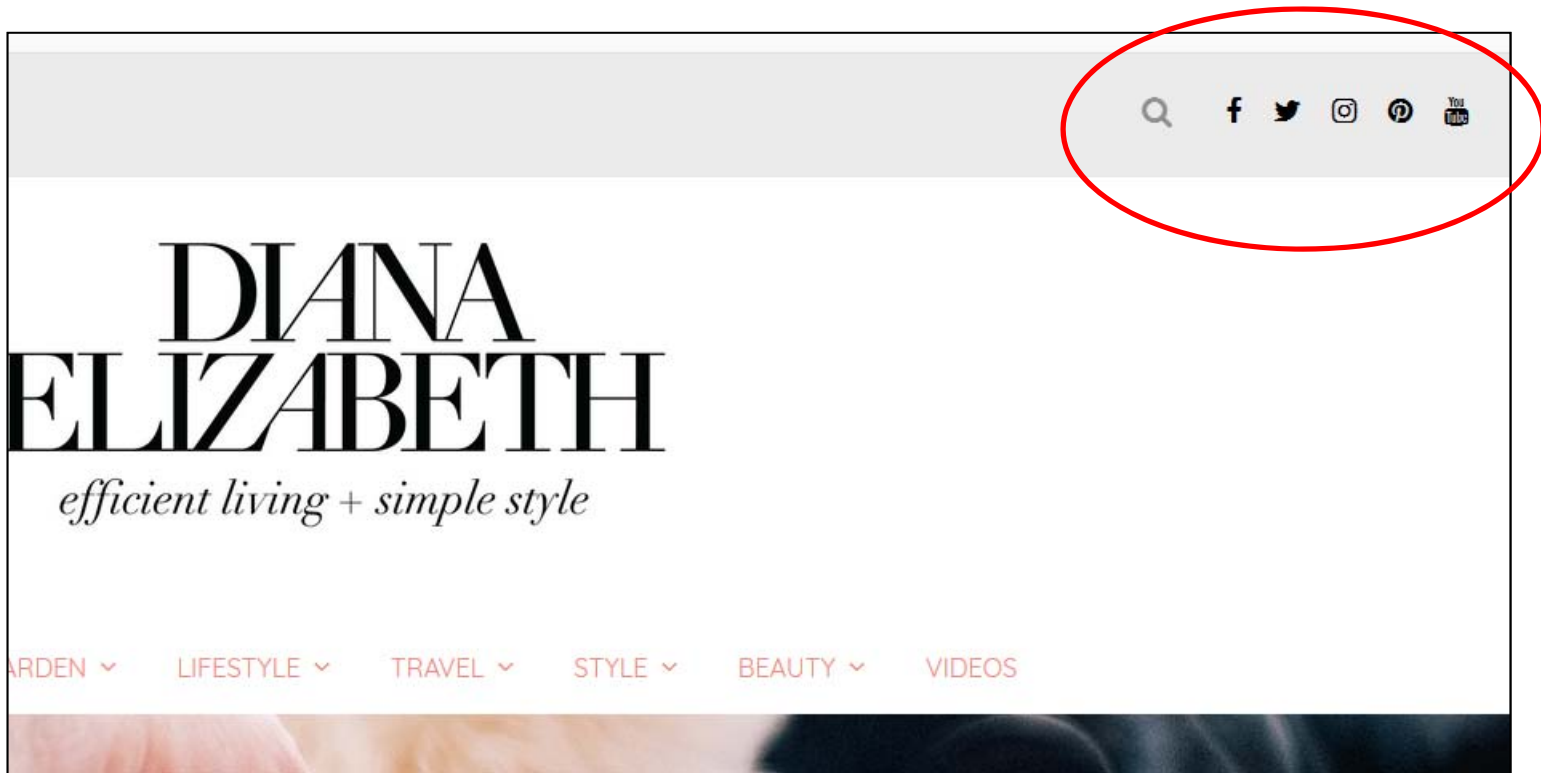
*“Thank you farmers for all
of your hard work!”*



Influencing Beyond the Blog



Influencers Use of Platforms



Facebook Influence & Followers



Like Follow Share ...

Send Email

Photos

Blogger in Phoenix, Arizona

Community [See All](#)

[Invite your friends](#) to like this Page

5,121 people like this

4,972 people follow this

Twitter Influence & Followers



The image shows a Twitter profile for Diana Elizabeth (@DianaElizabeth). The profile picture is a circular portrait of a smiling woman with long dark hair wearing a straw hat. The header image is a large photo of a woman in a red swimsuit and straw hat sitting on the edge of an infinity pool overlooking the ocean. The statistics bar shows 14.1K tweets, 508 following, 1,609 followers, 2,828 likes, and 2 lists. The tabs at the bottom are 'Tweets', 'Tweets & replies', and 'Media'. A tweet from Diana Elizabeth is partially visible at the bottom.

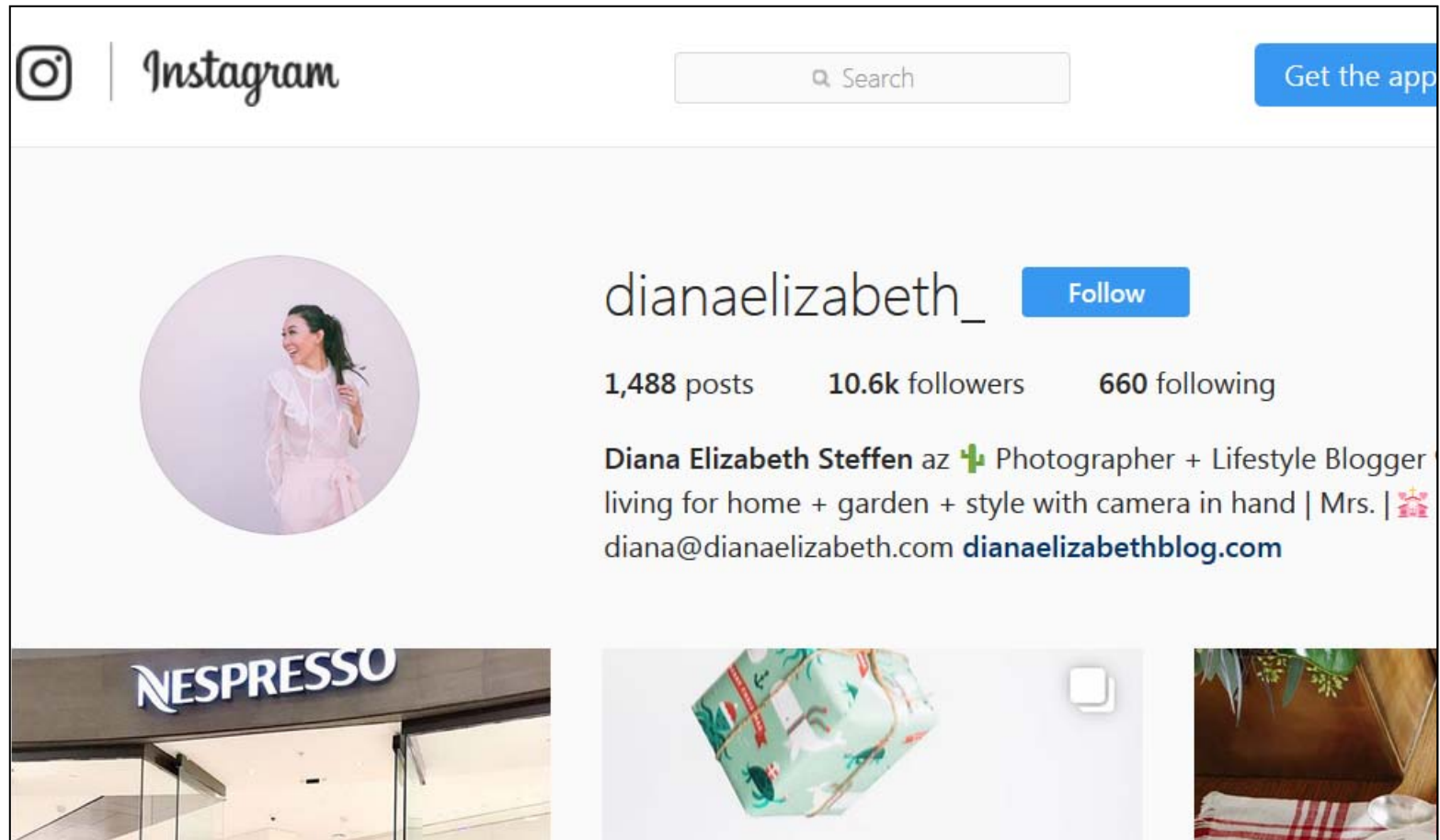
Tweets	Following	Followers	Likes	Lists
14.1K	508	1,609	2,828	2

Diana Elizabeth
@DianaElizabeth



Tweets **Tweets & replies** **Media**

 **Diana Elizabeth** @DianaElizabeth · Nov 23

Instagram Influence & Followers



Pinterest Influence & Followers




[Follow](#)


Diana Elizabeth Steffen

6,998 Followers


411 Following

[www.dianaelizabethblog...](http://www.dianaelizabethblog.com)
Phoenix, Ariz. / Efficient living + simple style blogger. Photographer. Graphic designer.





YouTube Influence & Followers



Diana Elizabeth
717 subscribers

SUBSCRIBE 717

HOME

VIDEOS


PLAYLISTS

CHANNELS

DISCUSSION


ABOUT


Q





Diana Elizabeth + Dogeared
33 views • 1 week ago
A promotional video for Dogeared jewelry - featuring lifestyle blogger Diana Elizabeth, filmed and edited by Love Story Films. 25% code: LOVEALWAYS - exp. 12/31/17 excludes Maya Angelou, gift cards and sale items
Please inquire for content creation - see my blog:
<http://www.dianaelizabethblog.com>
READ MORE


POPULAR CHANNELS

 **BuzzFeedVideo**
SUBSCRIBE

 **Ryan ToysReview**
SUBSCRIBE

 **Logan Paul Vlogs**
SUBSCRIBE


 **David Dobrik**
SUBSCRIBE

 **Jake Paul**
SUBSCRIBE

POPULAR

PLAY ALL

Video blogs, how to's, announcements from Diana Elizabeth. <http://www.dianaelizabethblog.com>



Wedding, Lifestyle and Portrait Photographer, Diana Elizabeth: How'd They Do That?
Adorama 41K views • 6 years ago

Closing Thoughts: Working with Influencers

- Decide to engage traditional and new media outlets
- Design your event to offer “aha” moments
- Develop a list of different types of Influencers
- Do work with them in advance, during & after
- Dig into your membership and train them to become better influencers
- Don't overlook the ‘Power of the Pen’
 - Value of ‘Lifestyle’ bloggers and the public they influence
- Do learn from them!

Today's Presenter



Government Relations professional with a successful track record leading state and federal legislative advocacy, grassroots mobilization, and coalition outreach efforts.

Director, Grassroots & Program Development for American Farm Bureau Federation.

Previously with National Rural Electric Cooperative Association & National Association of Home Builders.

From Syracuse, NY

Graduated from Le Moyne College



Randy Dwyer, Dir., Grassroots Program Development
randyd@fb.org | 202-406-3676