

## California FFA Social Media Takeover

- Overview:
  - The goal of our California FFA social media takeovers is simple, highlight the events, students, and impact throughout FFA chapters in California; and grow the California FFA's following, presence, and activity on Instagram and Facebook. Our social media channels have a very diverse audience including prospective and current members, alumni, community members, parents, teachers and donors. Our takeovers give followers a genuine view of the valuable and lasting impact FFA has on high school students.
  
- Content
  - 1. Introduce your FFA Chapter
    - a. This will be the first post shared during the week of your chapter's takeover. Examples of an introduction include: how many FFA members are in your chapter, what CDE's does your chapter participate in, what makes your chapter unique, etc., etc.
  - 2. Local Agriculture Landscape
    - a. Share what type of agriculture (production or processing) surrounds your FFA chapters. How does your chapter integrate with them, etc.?
  - 3. Alumni Post
    - a. Tell us about an outstanding alumnus from your chapter. Ideally this will include pictures of them when they were in FFA as well as a current professional picture.
  - 4. Teacher Post
    - a. Tell us about the teacher(s) who make your FFA chapter function. What classes are taught, what do they coach, how are they positively impacting the members of you chapter.
  - 5. Free Choice
    - a. Tell us something we don't know yet. Maybe share information on your chapter officers, a St. Champion teams tips for success, what's the most attended chapter event every year, major fundraisers, chapter traditions, etc.
  
- Rules
  - Every post must have copy (text) and at least one picture accommodating the post.
  - Post must be at least 40 characters long and not exceed 150 characters. Be creative in how you share content!
  - Every post should also be shared on your chapter's social media pages, encouraging your followers to "Like" or "Follow" @CaliforniaFFA on Facebook or Instagram.
  - Takeovers will run Monday through Friday. Starting July 9 – August 17. Six FFA Chapters will be selected.
  - Posts content (pictures and text) must be submitted to Katie Otto the week prior to your chapters scheduled takeover. Please submit via email to [Kotto@californiaffa.org](mailto:Kotto@californiaffa.org)
  - The California FFA will schedule content to appear Monday through Friday and will share that schedule in advance with the chapter. We reserve the right to edit content as needed.
  
- Content that is NEVER Acceptable:
  - Hateful, threatening or stereotyping comments. This includes "jokes."
  - Violent Behavior and obscene language
  - Political content such as protests, petitions, student elections, etc.
  - Commercial content - whether it is your business or someone else's
  - Criticism of a specific person or organization

- Content featuring or including people who would not want or expect their photo/video to be shared. (Embarrassing moments, unflattering angles, private events, sensitive topics.)