

A pair of hands, one with a gold ring on the ring finger, are cupping a small green seedling with dark soil. The background is dark, making the hands and plant stand out.

AG
Careers.com

CAREERS IN AGRICULTURE DIGITAL E-BOOK

Social Media Communications Plan
#WeNeedAgCareers

About the Careers in Agriculture Digital E-Book

In order to fuel the talent pipeline, younger generations must be presented with a positive image of agriculture and a comprehensive view into the diversity of the industry in a format appropriate to their interests. Understanding the need for increased participation in the agricultural industry in order to feed and fuel a growing and hungry world, AgCareers.com sought to create and distribute an e-book dedicated to inspiring young people to pursue careers in agriculture.

While all work is important and valuable regarding the continued pursuit of agricultural careers among younger generations, a more modern and interactive approach is necessary to reach and appeal to Generation Z and beyond. Creating a dynamic and interactive medium for which to view this important information is crucial to pique interest and persuade youth into the pursuit of a career in agriculture. An e-book is also a preferred medium to spread this message, because it can be widely distributed for a low cost to agricultural educators and advocates at the secondary and post-secondary levels.

Versions

Two versions of the digital e-book have been created: one features the AgCareers.com Career Profiles and one does not.

[The AgCareers.com Career Profiles](#), currently housed on the AgCareers.com website, feature 255 unique agricultural career descriptions complete with typical responsibilities, job outlook, education requirements, typical employers, and current jobs available.

If you choose to help promote the digital e-book, AgCareers.com asks that you consider your audience and which version they would most benefit from viewing. We recommend sharing the version *including* the Career Profiles with high school and early college students. The version *without* the Career Profiles is better suited to more advanced college and university students or young professionals.

To view our Career Profiles online, visit www.agcareers.com/career-profiles/.

How to Use the Careers in Agriculture Digital E-Book

The Careers in Agriculture digital e-book is designed as a guide for students and young people considering their career opportunities by presenting them with a current, in-depth, thorough, and real view of the agricultural industry. This digital e-book fulfills the following purposes:

- Creating a discussion around why agricultural careers are relevant and needed
- Examining the current state of world hunger and need for renewable resources
- Understanding agriculture as a chief industry in the United States and around the world
- Learning about prominent agricultural careers that are not normally top-of-mind from real individuals in these careers
- Viewing the changed face of the agricultural industry and how it continues to progress
- Exploring more than 250 possible careers in the agricultural industry (Career Profiles version only)
- Gaining practical knowledge about steps to pursue and nurture an agricultural career
- Visualizing the future of agriculture and how everyone has the capability and is invited to make this their career path

All pages are equipped with interactive links including videos, further reading, and more. When opened by the intended audience, this digital e-book has the capabilities to educate, entertain, and engage those who may not have considered agriculture previously. We therefore invite you to join us in the promotion of the Careers in Agriculture e-book in order to accomplish its intended mission.

Outreach Strategy

The intended goal cannot be possible without your help. Therefore, we kindly ask that you consider promoting the Careers in Agriculture e-book to your followers via social media. Because social media is so effective with young people, we believe that the intended message and mission of the Careers in Agriculture e-book will best resonate if shared amongst various agricultural and non-agricultural organizations and professionals. Though the e-book has its own distinct messages and stories, we invite our friends and partners to share their own stories about how agricultural careers are needed and necessary.

Intended Audiences

While the agricultural industry has needs from all age groups and people from different life phases, the outreach surrounding the e-book is focused on attracting high school and university (or college) students of varying levels.

Twitter

Any and all tweets focused on promoting the digital e-book, linking to the digital e-book, or discussing the digital e-book “Careers in Agriculture” should be tagged with the hashtag #WeNeedAgCareers.

AgCareers.com encourages organizations, universities, employers, and agricultural associations to share in the discussion of why agricultural careers are important and needed. Share your own stories about what you, your employees, or your team members do in agriculture, especially if it is outside of the realm normally not considered to be “agricultural” by the general public.

Please find sample tweets to copy or utilize for your promotional or sharing purposes on the following page.

Instagram

Though link-sharing on Instagram is more difficult, we still invite our partners in this campaign to share the #WeNeedAgCareers hashtag with any promotion or content they would like to share in order to spread the message. Along with this social media packet, AgCareers.com has created quote images complete with graphics and quotes from the e-book for your business, organization, or school to share on your own Instagram or other social media accounts. All participants in this campaign are welcome and encouraged to use these graphics as they please to promote agricultural careers.



Facebook

As link-sharing is largely popular and effective on Facebook, it is also recommended that this platform be utilized to distribute the Careers in Agriculture digital e-book to your followers. Again, the quote graphics included in this social media packet may be utilized to help promote the campaign as well, but it is encouraged that the link to either or both versions of the digital e-book be shared first and foremost.

Blogs

Blog posts regarding the Careers in Agriculture digital e-book are also welcome and encouraged. Share your own organization's story about how you are promoting careers in agriculture. Portray employees or individuals in unique or up-and-coming agricultural careers. Be sure to share these posts as well as any other written information regarding the Careers in Agriculture digital e-book to your social media channels using #WeNeedAgCareers.

Sample Tweets

Utilize or modify these tweets to promote the Careers in Agriculture digital e-book from your own Twitter account:

#WeNeedAgCareers more than ever. Discover why in this exciting new digital e-book from @AgCareers:

Thinking about your future career? Have you considered agriculture? Read about opportunities in ag in this digital e-book: ... #WeNeedAgCareers

We're doing our part to encourage young people to pursue agricultural careers. Check out this digital e-book from @AgCareers: ... #WeNeedAgCareers

Ag graduates make up a mere 1% when there are nearly 2X the amount of ag job openings available. #WeNeedAgCareers

To account for a growing & already hungry planet, agricultural production will need to increase by 60%. #WeNeedAgCareers

If you want a fulfilling career that truly makes a difference, agriculture is where you should be. #WeNeedAgCareers

Find your passion in agriculture. There is a career that is perfect for you. Find it in this digital e-book: ... #WeNeedAgCareers

Want to pursue a career in agriculture but not sure where to start? View this new Careers in Agriculture digital e-book from @AgCareers: ... #WeNeedAgCareers

It's an exciting time to pursue agriculture as your career! Learn why and how in this Careers in Agriculture digital e-book from @AgCareers: #WeNeedAgCareers

About AgCareers.com

The AgCareers.com mission is to provide global talent solutions in agriculture and food. We strive to “Feed the World with Talent” in the industries we serve. Our passion is agriculture, demonstrated by our investment in time and resources engaging with candidates and employers in the industry. AgCareers.com works to build the pipeline of talent to the industry by expanding knowledge about the breadth of career opportunities in agriculture.

Employer Community

AgCareers.com offers our employer community talent attraction solutions, a high-caliber human resources conference, compensation benchmarking, talent pipeline development, and much, much more. The online job board space where AgCareers.com began remains a key focus, but in our mission to provide talent solutions, AgCareers.com’s offers a variety of tools such as the Internship Benchmark Survey, Agribusiness HR Review Report, Elite Talent, training and consulting.

Candidate Community

AgCareers.com offers our candidate community an online career portal to explore industry job opportunities, add their resume to our database, review online career educational materials, and network with industry professionals. Candidates can take advantage of many free tools to aid their job search and career progression process, including the AgCareers.com Career Guides, University Partners program, career profiles, newsletter archives, blogs and more.

Our History

The boom of online job boards began in the early 2000s, and there was a recognized need to refine recruitment practices in the agricultural industry. The original business, JobHog.net, was launched in 2001 to raise the bar on recruitment practices and build the talent pipeline in agriculture.

In December 2003, AgCareers and Jobhog.net merged operations to become the leading supplier of HR services to the agriculture and food industry. Farms.com is an active shareholder partner in the AgCareers.com business.

AgCareers.com serves companies throughout the world from its headquarters in Clinton, North Carolina, with additional operations in Iowa, California, Canada & Australia.

Today the AgCareers.com site has more than one million page views every month, processes nearly 9,000 applications monthly, and has more than 5,000 jobs from employers each month.