

Social Media Ambassador Program – 2023 Farm Bureau FUSION Conference

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The American Farm Bureau Federation® is recruiting ambassadors to give an inside look at the experience of the 2023 Farm Bureau FUSION Conference occurring March 3-6, 2023, in Jacksonville, FL.

The goal of the ambassador program is to provide collegiate students an opportunity to gain hands-on experience covering a conference, while also having a strong social media presence for their unique audiences. Ambassadors are vital to inspire the grassroots agricultural community all across the country to engage as members and leaders within Farm Bureau so that together we can influence a stronger and more sustainable future for our industry. Can you help us get there with social media and video promotion?



Social Media Ambassador Positions

Multiple ambassador positions are being offered this year. Ideal candidates should have completed at least their sophomore year of undergraduate coursework, with a focus in the areas of agriculture, communications, journalism or a related field. These positions require sharp writing skills relevant to social media, an ability to take, pull and edit photos, knowledge of best practices for constructing social media posts and a mind that can easily capture the most interesting points from a mountain of content in a fast-paced environment. Each ambassador will create and capture original content relevant to FUSION Conference to elevate the American Farm Bureau program accounts, while also sharing an attendee experience through their current platforms.

Duties include:

- Attend a 2-hour virtual orientation, training and planning meeting in early February.
- Develop and execute a social media plan throughout the conference, utilizing (but not limited to) Facebook, Twitter and Instagram, and/or video.
- Coordinate live Twitter feed of conference sessions, including screening of Tweets.
- Organize live Story content for competitions, key events and entertainment.
- Collaborate with other Ambassadors and AFBF YF&R, P&E and WL committees to curate cohesive media presence.
- Edit video footage to create conference recap and promotional videos.
- Monitor conference hashtag to compile promotional content.
- Compile measurable performance data following the completion of the conference regarding reach and engagement of each medium.
- Complete a brief review of ambassador experience to help AFBF improve the ambassador program and conference social media in the future.

Other Information: AFBF will offer a \$1,000 stipend for your transportation, lodging and meals throughout the event and will provide comped registration for the conference. Ambassador responsibilities begin Thursday, March 2, 2023, and conclude following the final conference event on the evening of Monday, March 6, 2023.

How to Apply: Interested candidates should complete the [online application](#), by **12:00 p.m. (noon) Eastern on Thursday, December 1, 2022**, which includes uploading a brief [cover letter](#), [resume](#), [linked social media handles](#), and [application questions](#):

- Why are you passionate about social media marketing and communications? Please describe your experience.
- What is a key moment, class or experience that made you want to apply for a position like this?
- Looking at the AFBF Young Farmers & Ranchers, Women's Leadership and Promotion & Education program social media pages, how would you elevate program content throughout FUSION Conference?
- What is your preferred social media platform?

Notification: Interviews will take place in early December. Candidates will be notified of their status no later than Tuesday, December 20, 2022.

Please email David Townsend with any questions regarding the Ambassador Program at davidt@fb.org.