



## Social media content

The below posts have been prepared for you to use on your own social media channels. You will also find a mixture of photographs and graphics to accompany them on our website.

### Twitter

#### GENERAL POSTS

The countdown is on – just **(enter time)** to go until [@OpenFarmSunday](#) on 27th June. Run your own event, collaborate with a local farmer or offer to help someone local. Join hundreds of farmers and celebrate the best of British farming. [www.farmsunday.org](http://www.farmsunday.org) #LOFS21

How many people have passed your farm and wondered what happens behind the farm gate? Take part in [@OpenFarmSunday](#) on 27<sup>th</sup> June & share your farming story.

Together let's showcase British Farming


[www.farmsunday.org](http://www.farmsunday.org) #LOFS21

Whether you host an event for 10 people or 100, [@OpenFarmSunday](#) is great way to involve your local community. How many people have passed your farm and wondered what happens behind the farm gate? Take part on 27th June and share your farming story. [www.farmsunday.org](http://www.farmsunday.org) #LOFS21

On Sunday 27th June farmers across Britain will open their farm and with more people spending time in the countryside, [@OpenFarmSunday](#) is calling for more farmers to take part. Host a simple farm walk for 20 people and play your part! #LOFS21 [www.farmsunday.org](http://www.farmsunday.org)

On Sunday 27<sup>th</sup> June host a socially distanced farm walk for 20 people & take part in [@OpenFarmSunday](#) Together let's showcase British Farming #LOFS21 [www.farmsunday.org](http://www.farmsunday.org)

[@OpenFarmSunday](#) is great PR for British Farming: are you hosting a farm walk on Sunday 27<sup>th</sup> June? Together let's showcase British Farming #LOFS21 [www.farmsunday.org](http://www.farmsunday.org)

We love  [@OpenFarmSunday](#) – time to shout about what our wonderful industry delivers #LOFS21 #publicgoods

Share your farming story 27th June #farmwalk

<https://farmsunday.org/open-my-farm>

Shout out to everyone who's signed up for this year's [@OpenFarmSunday](#) – its an industry partnership. Together we're telling the #GreatBritish farming story. #LOFS21

<https://farmsunday.org/open-my-farm>

We can't wait for this year's [@OpenFarmSunday](#) on 27th June 🤍 🤗 – a day for the whole farming industry to be #proud of. Signed up yet? [#LOFS21](#)  
<https://farmsunday.org/open-my-farm>

BIG NEWS today we're pledging our support for this year's [@OpenFarmSunday](#) and calling on farmers to open up for the farming industry's national open day on 27th June 2021. Get involved at <https://farmsunday.org/open-my-farm> [#LOFS21](#)

[@OpenFarmSunday](#) - Building stronger connections between farmers and the public involves the whole #AgIndustry. [#LOFS21](#) #Partnerships 🤗 🤍  
<https://farmsunday.org/open-my-farm>

Still pondering about whether to do [@OpenFarmSunday](#) this year? Take a look here <https://farmsunday.org/open-my-farm/1st-time-host-farmer> SO much support for #FirstTime host farmers [#LOFS21](#) 🤗 🤍

Chewing over opening up this year for [@OpenFarmSunday](#)? You don't need to – loads of amazing support from [@OpenFarmSunday](#) for #FirstTime host farmers #GoForIt [#LOFS21](#)  
<https://farmsunday.org/open-my-farm/1st-time-host-farmer>

We love to hear stories from farmers who open up for [@OpenFarmSunday](#) [#LOFS21](#) #Trailblazers #GameChangers 🤗 🤍  
<https://farmsunday.org/open-my-farm/case-studies>

LOOK 👁️ here's what farmers say about [@OpenFarmSunday](#) and why they love it #BritishFarming #BusinessBenefits #Communities #PublicGood [#LOFS21](#)  
<https://farmsunday.org/open-my-farm/case-studies>

We just popped over to the [@OpenFarmSunday](#) page and were blown away by all the stories from farmers who are standing up for #BritishFarming by opening their farms [#LOFS21](#)  
<https://farmsunday.org/open-my-farm/case-studies>

- 🤍 Strengthening community relations
- 🤗 Boosting sales
- 🚗 Promoting #British Farming
- 🤗 Building better consumer engagement
- 🎉 Celebrating 15years of [#LOFS](#)

Just some of the reasons why we're supporting this year's [@OpenFarmSunday](#)  
<https://farmsunday.org/open-my-farm>

## POSTS TO PROMOTE THE LOFS ONLINE MEETINGS

Join [@OpenFarmSunday](#) on Monday 10th May at 19:30 as their ambassadors share some top tips to help plan your event on Sunday 27th June. Inc. a ticketing system to manage your visitor numbers and simple solutions for hand-washing. [www.farmsunday.org](http://www.farmsunday.org) [#LOFS21](#)

Whether you are considering hosting [@OpenFarmSunday](#) (27 June) for the first time this year, or have hosted before, join the [#LOFS21](#) ambassadors on Wednesday 12<sup>th</sup> May at 12:30 to share top tips, discuss your ideas for the day and learn from each other [www.farmsunday.org](http://www.farmsunday.org)

Always wanted to take part on [@OpenFarmSunday](#) (27 June) but never quite had the confidence to take that final step. Join the [#LOFS21](#) ambassadors on Friday 14th May at 8am as they share some top tips inc. how to manage your visitor numbers and simple solutions for hand-washing.

## Facebook / Linked In / Instagram

### GENERAL POST

The countdown is on – just **(enter time)** to go until LEAF Open Farm Sunday on 27<sup>th</sup> June. Will you be taking part? Run your own event, host a socially distanced farm walk, collaborate with a local farmer or offer to help someone local.

With staycations and trips to the countryside increasing, LEAF anticipate more people than ever will want to visit a farm this summer. Whether you host an event for 20 people or 200, the day is really rewarding, a great way to involve your local community and hugely positive PR for British Farming.

With lots of free resources and top tips including how to manage your visitor numbers using the LOFS ticketing system, how to create a hand-washing station, through to communications support and creative activity ideas, LEAF are on-hand to support you as you plan your event.

How many people have passed your farm and wondered what happens behind the farm gate? Take part on 27<sup>th</sup> June and share your farming story. [www.farmsunday.org](http://www.farmsunday.org) [#LOFS21](#)

### POSTS TO PROMOTE THE LOFS ONLINE MEETING

Always wanted to take part on LEAF Open Farm Sunday but never quite had the confidence to take that final step. Join the [#LOFS21](#) ambassadors for one of their “LEAF Open Farm Sunday Top Tip” sessions when they will share their own experience, discuss your event ideas and answer your questions.

Topics covered include using a ticketing system to manage visitor numbers, creative activity ideas and how to create a hand-washing station.

Whether you have hosted an event before or you’re looking to take part for the first time, these helpful sessions are a great way to take the first step to planning your event on Sunday 27<sup>th</sup> June 2021.

The “LEAF Open Farm Sunday Top Tip” sessions will take place on:

- Monday 10<sup>th</sup> May, 19:30
- Wednesday 12<sup>th</sup> May, 12:30
- Friday 14<sup>th</sup> May, 08:00

To register to click here <https://farmsunday.org/open-my-farm/top-tips-and-training>

LEAF Open Farm Sunday will take place on 27<sup>th</sup> June 2021. Following registration, hosts will receive a handbook with guidance on how to ensure events comply with on-farm health and safety regulations.