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**Support and Promote Social Media Posts**

TWITTER (AND FACEBOOK)

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| **Theme**  | **Content** | **Text for post** | **Link** | **Channel** |
| General | graphic | We love 💚@OpenFarmSunday – time to shout about what our wonderful industry delivers #LOFS20 #publicgoodsShout out to everyone who’s signed up for this year’s @OpenFarmSunday – its an industry partnership. Together we’re telling the #GreatBritish farming story. <https://farmsunday.org/open-my-farm>We can’t wait for this year’s @OpenFarmSunday on 20 September 💚😁– a day for the whole farming industry to be #proud of. Signed up yet? 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 20 September. Get involved at <https://farmsunday.org/open-my-farm> #LOFS20Building stronger connections between farmers and the public involves the whole #AgIndustry. #LOFS20 #Partnerships 😁🤝 | <https://farmsunday.org/open-my-farm><https://farmsunday.org/open-my-farm><https://farmsunday.org/open-my-farm><https://farmsunday.org/open-my-farm><https://farmsunday.org/open-my-farm> | Twitter |
| Signpost to info pack and 1st time web page | GraphicA white cow standing on a lush green field  Description automatically generated | 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 #LOFS20😁🤝Chewing over opening up this year for @OpenFarmSunday? You don’t need to – loads of amazing support from @OpenFarmSunday for #FirstTime host farmers #GoForIt #LOFS20 | <https://farmsunday.org/open-my-farm/1st-time-host-farmer><https://farmsunday.org/open-my-farm/1st-time-host-farmer> | Twitter |
| Case studies | Graphic | We love to hear stories from farmers who open up for @OpenFarmSunday #LOFS20 #Trailblazers #GameChangers 🤩 💚LOOK 👀 here’s what farmers say about @OpenFarmSunday and why they love it #BritishFarming #BusinessBenefits #Communities #PublicGood #LOFS20 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 for @OpenFarmSunday #LOFS20 | <https://farmsunday.org/open-my-farm/case-studies><https://farmsunday.org/open-my-farm/case-studies><https://farmsunday.org/open-my-farm/case-studies> | Twitter |
| Call for past farmers to take part again as its our 15th anniversary year | Graphic | BIG NEWS – we’re celebrating 15 wonderful years of @OpenFarmSunday the farming inudstry’s annual open day #LOFS20 – what better year to take part 😁🤝📢🎉Time to get excited! It’s @OpenFarmSunday 15th birthday! Swing open those gates and join in the celebrations #LOFS20 🎉🎉🤝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><https://farmsunday.org/open-my-farm><https://farmsunday.org/open-my-farm> | Twitter |