

Central Minnesota Farm Show 2019 Social Media Calendar, by Paisley Reynolds and Alyssia Crum				
Date	Time	Network	Content	Media
11/5/18	6:00 PM	Facebook/Twitter	Have you heard about the Central Minnesota Farm Show? Well now you have! Attend the largest indoor farm show in the upper Midwest.	Graphic with Farm Show details
11/16/18	7:00 PM	Facebook	Central Minnesota Farm Show - Want tips on how to market your grain? Attend the Farm Show on February 26 to learn from the pros!	Graphic with session time/room name and speaker
12/1/2018	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Meet these parody geniuses in person February 26-30! #FarmShowFun	https://www.youtube.com/watch?v=OrCt3YVD1to
12/6/2018	6:00 PM		Central Minnesota Farm Show - Learn about all of the newest trends in the farm equipment market from none other than Machinery Pete!	Photo of Machinery Pete
2/25/19	7:00 PM	Facebook/Twitter	Getting ready for the big day! #FarmShowFun	Photo of Farm Show volunteers setting up
11/27/2018	7:00 PM	Facebook/Twitter	Central Minnesota Farm Show - You have three full days to experience over 380 booths and 200 vendors- there's no excuse not to attend!	photo from last years farm show
A series	8:00 AM	Facebook/Twitter	#TipTuesday *farming tip*	graphic with tip
1/22/2019	6:00 PM	Facebook/Twitter	Ex. "Attending the Farm Show allowed me to get so much information in one place all while meeting new friends. I'll be attending again this year for sure!"	Photo of person who gave testimonial
1/30/2019	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Interested in what vendors will be attending? Click here for a full list: https://www.stcloudareachamber.com/StCloudAreaChamber/media/StCloudAreaChamber/Special%20Events%20Logos/CMFS-vendors-as-of-9-18-web-page.pdf	link to list: https://www.stcloudareachamber.com/StCloudAreaChamber/media/StCloudAreaChamber/Special%20Events%20Logos/CMFS-vendors-as-of-9-18-web-page.pdf
	19:00	Facebook/Twitter	Central Minnesota Farm Show - Volunteer at the largest indoor farm show in the upper midwest!	https://www.signupgenius.com/go/508094caaa82caafe3-central
1/15/2019	5:00 AM	Facebook/Twitter	Why attend the Central Minnesota Farm Show? Because of the loads of FREE drawings at vendor booths.	free gifts graphic
12/18/2019	6:00 PM	Facebook	"The Central Minnesota Farm Show is an excellent event that encourages networking and displaying of the latest products and technology utilized in the industry." -Bernie Perryman, owner of the local Batteries Plus Bulbs stores #TestimonialTuesday	
12/20/2018	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Want a chance to win *updated prize*? Register here!	https://www.stcloudareachamber.com/Farm-Show-(1)/Farm-Show-Prize-Form-Page
2/26/2019	10:00 AM	Facebook/Twitter	Central Minnesota Farm Show - Free cookies, exclusive information and the opportunity to meet new people - what a perfect Tuesday morning! #FarmShowFun	Photo from the opening day
2/14/2019	8:00 AM	Facebook/Twitter	Central Minnesota Farm Show - We're in love with this *piece of equipment on showcase at show! Only 12 days until you can look at this beauty in person. #FarmShowFun	Valentines graphic of equipment
Promote panel discussions seperately		Facebook/Twitter	*Use to promote panel discussion* Ex. Central Minnesota Farm Show - Wondering how the new bill will affect water quality? Attend a panel dedicated to educating and informing farmers on what the change means for them.	Graphic with panel information
02/01/2019	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Learn about the latest rules and regulations on roadside inspections, load securement, transporting hazardous materials, road safety with farm equipment, federal farm exemptions and state statutes, and common paperwork and equipment violations at the Farm Show!	list of info
FIRST PROMO Post at least a month in advance to due date		Facebook/Twitter	Apply for a Central Minnesota Farm Show Scholarship! Our deadline is fast approaching. If you attend a Central Minnesota area high school and have a future in an agri related field of study, you are eligible! You could be one of 6 students awarded a \$1,000 scholarship this year. Contact Kellie Libert at 320-656-3824 or email klibert@StCloudAreaChamber.com	Scholarship graphic
2/24/19	8:00 AM	Facebook/Twitter	Central Minnesota Farm Show - Stop by when you can and stay updated while you're away - KASM and WVAL radio stations broadcasting live from the our showroom floor so you don't have to miss a thing!	Radio logo/ graphic

11/12/18	4:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Register to win one of our Farm Show Giveaways! This year's grand prize is a Samsung Galaxy Tablet. Register to win until Thursday, March 1st at noon.	https://www.stcloudareachamber.com/Farm-Show-(1)/Farm-Show-Prize-Form-Page	
2/11/19	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - FREE coffee and donuts Just another reason to get an early start on your trip to the Central Minnesota Farm Show!	Donuts graphic	
2/18/19	8:00 AM	Facebook/Twitter	Central Minnesota Farm Show - FREE cookies and milk a 1-3 Thurs. Just another reason to stop by the largest indoor farm show in the upper Midwest!	Cookie graphic	
SECOND PROMO Post after first scholarship promotion		Facebook	Central Minnesota Farm Show - Leadership, volunteerism, and a good grade point average are all it takes to be one of our six lucky agriculture scholarship winners. If you are currently in an ag education program or have future agriculture related education plans, consider applying for a \$1,000 scholarship to help further your future in agriculture.	Scholarship graphic	
Could be broken up into several individual highlight posts that appear throughout the months leading up to the farm show		Facebook	"Meet the Central Minnesota Farm Show Committee!" Andy Noble- chair (a few words about each individual) Bernie Quist- vice chair Cindy Battleson Calvin Teubner Ted Takkula Inese Mehr Col. Frank Imholte Amanda Groethe Steven Ehni Randy Kath Brad Burkland	Headshot of each person	
1/21/19	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - Looking for a way to get involved in the community? With over 380 booths and 200 vendors, the 2019 Central Minnesota Farm Show is a place to start! Join over 3,500 attendees in making this year's show the best yet!	Photo of people attending last year's farm show	
2/25/19	Whenever setup is complete	Facebook/Twitter	Central Minnesota Farm Show - It's beginning to look a lot like a farm show! Things are really coming together here at the River's Edge Convention Center, and we hope you're on your way over to join us. February 26 - 28, TUES. and WED. 9 A.M.- 4 P.M. and THURS. 9 A.M.-3 P.M.	Photo of completely set up convention center	
2/26/19	6:00 PM	Facebook	Central Minnesota Farm Show - Scenes from Day 1 of the show. Exhibits open 9am - 4pm Wednesday and 9 A.M.-3 P.M. Thursday!	3 to 5 photos of the first day	
2/27/19	6:00 PM	Facebook	Central Minnesota Farm Show - Scenes from Day 2 of the show. Exhibits open 9 A.M.-3 P.M. Thursday!	3 to 5 photos of the second day	
1/9/19	6:00 PM	Facebook/Twitter	Take refuge from the harsh Minnesota cold at the 2019 Central Minnesota Farm Show! February 26 - 28, TUES. and WED. 9 A.M.- 4 P.M. and THURS. 9 A.M.-3 P.M.	Minnesota snow photo	
12/5/18	2:00 PM	Facebook/Twitter	Love the Farm Show? Become a sponsor! We would so appreciate your support in making the Central Minnesota Farm Show come to life. https://www.stcloudareachamber.com/StCloudAreaChamber/media/StCloudAreaChamber/Special%20Events%20Logos/FS_2019-sponsorship-forms.pdf	Sponsor graphic	
THIRD PROMO Post after second scholarship promotion	2:00 PM	Facebook	"The Farm Show Scholarship has helped me pursue my ultimate dream - finding a degree that will lead me to a sales and marketing career in the future." - Rebecca Shubert 2017 Farm Show Scholarship Recipient This could be you too! Apply today and you could be 1 of 6 students awarded a \$1,000 scholarship towards an agricultural education program."	Photot of student recieving scholarship	
1/14/19	7:00 PM	Facebook	Central Minnesota Farm Show - Farming can be an isolating endeavor. This is why at the Central Minnesota Farm show, our goal is to cultivate friendships and connect agriculture with community. Join us at the farm show this February!	Photo of people engaging at previous farm show	
12/3/18	7:00 PM	Facebook/Twitter	Central Minnesota Farm Show - You have three chances to make it out to the largest farm show in the upper Midwest, so you have no excuse not to join us! Over 380 booths, topics on the hour, and performances by the Peterson Farm Brothers. Don't miss out!		
11/19/18	6:00 PM	Facebook/Twitter	Central Minnesota Farm Show - This Thanksgiving season we are thankful for all of our wonderful donors and volunteers. We are so grateful for the impact you make on our event. The farm show couldn't be what it is today without everyone whose stood behind it.	Sponsor graphic including all logos	
1/7/19	6:00 PM	Facebook	Central Minnesota Farm Show - Fifty-two years looks good on us! Since opening our doors, we have been a community event that is proud to offer special products, educational opportunities, and entertainment from a variety of professional vendors for over five decades."	Staff picture	