

GOAL: Provide pork enthusiasts with the tips and tools that they need to be successful in sharing their #RealPigFarming story online.

Tuesday, November 26, 2019

9:00 a.m. – 9:15 a.m.	Welcome	Illinois Pork Producers Association
9:15 a.m. – 10:15 a.m.	Social Media Foundations From identifying your target audience to defining your personal brand, we'll work through the best practices associated with creating a social media presence.	Claire Masker National Pork Board Director of Sustainability Communications
10:15 a.m. – 11:00 a.m.	Why Should Farmers Be on Social? Learn about our guests, who they are and how they use social media to advocate for pig farming.	Chad Bell Drew Kuhn
11:00 a.m. – 11:30 a.m.	Taking Better Photos with Your Phone Some of the best photos you've seen online were not taken with a high-dollar SLR camera, but a cell phone camera. We're sharing our best tips and tricks.	Jenny Jackson Illinois Pork Producers Association Director of Communications
11:30 a.m. – 12:00 p.m.	Lunch	
12:00 p.m. – 12:30 p.m.	What's Up in Illinois? Current events in Illinois; Learn more about what Illinois Pork Producers are doing.	Jenny Jackson Katlyn Puclik-Baker Illinois Pork Producers Association
12:30 p.m. – 1:15 p.m.	Apps to Help You Advocate There are 1,252,777 apps available in the App Store. Overwhelmed? We've done the research and are sharing our top picks. Plus, you'll weigh-in with your favorites, as well!	Roundtable Discussion
1:15 p.m. – 2:15 p.m.	Sharing Resonating Stories Each guest will host a breakout group to share how they create conversations about pig farming on social. What's your story to tell?	Chad Bell Drew Kuhn

2:15 p.m. – 2:30 p.m.	Break	
2:30 p.m. – 3:15 p.m.	Creating the Most Appropriate Responses	Claire Masker National Pork Board Director of Sustainability Communications
	We're strategizing the best way to handle uncomfortable conversations.	
3:15 p.m. – 4:00 p.m.	Put Your Skills to Work	Illinois Pork Producers Association
	Now that you've added some new tools to your toolkit, help spread the word about #RealPigFarming giving back to local communities.	



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