

Social Media Risk Management: *Checklist for Farms and Agribusinesses*

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- ✓ In the past 4 months, have you completed a social media audit for your social media accounts (Facebook, Instagram, Twitter, LinkedIn, others) by completing the following?
 - Create (or update) your social media audit sheet
 - Check if your profiles are on brand
 - Centralize ownership of your passwords
 - Set up a monitoring system

- ✓ In the past 4 months, have you established (or updated an existing) crisis communication plan by considering the following?
 - What are the risks?
 - Who will take care of the response?
 - Who are your stakeholders?
 - Who is the voice of the farm?
 - Do you have a crisis communication channel?

- ✓ In the past 4 months, have you set up a system (or updated an existing) system of approval by considering the following?
 - Identified and focused on your farm's overall goals
 - Created a social media calendar and utilized scheduled posts
 - Respond to audience engagement
 - Utilized the data that your social media platform collects for you

- ✓ In the past 4 months, have you set up (or updated an existing) social media policy? Some considerations and helpful hints are included below:
 - Only post positive, honest, and accurate content
 - Consider who can access the social media site (each member's conduct may unintentionally cause negative attention)
 - What purpose do members hope to serve by having access to the farm's social media?
 - Will there be an impact from the social media activity of the farm on the family's reputation or charitable activities?
 - Will social media endorsements of businesses or political candidates be permitted?
 - Is your social media policy simple, clear, and accessible?

For more information, check out the [webinar recording](#) on this topic or the [Purdue Institute for Family Business](#) site on [Contingency Planning](#)!

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