

ASA EMERGING LEADERS COMMUNICATION CHANNEL GUIDING PRINCIPLES

1 October 2022

OVERVIEW

1. Project Background and Description

i This was identified as a key project during the March 2022 strategic planning for the ASA Emerging Leaders. This project will support the development of the future volunteer workforce at agricultural shows and create an inclusive space to support and celebrate young people in agricultural industries. The specific strategic plan initiatives that this project supports are:

- Connect like-minded young people to share and support one another
- Create national awareness comms channels to showcase positive AgShow outcomes

2. Project Purpose/Objective

i To support youth interested in supporting, sustaining, and improving agricultural shows

To connect like-minded young people to share and support one another and showcase positive AgShow outcomes.

3. Project Scope

i This project will support the development of an ASA EL Communications Channel on an existing digital platform of choice. The platform will allow ASA Emerging Leaders to set up a private group with the ability to moderate membership, allowing access for the ASA EL group and other invited members. This project will involve:

- selecting a platform for communication
- setting up the platform and seeding with initial content and users
- marketing the platform to ASA EL members and other stakeholders
- appointing a small team of website administrators to moderate the platform, who are responsible for
 - adding and removing members as required
 - publishing regular content within the channel as part of a related social media strategy
 - guiding member discussion
 - responding to questions on the channel forum
 - reviewing site usage metrics and responding if they fall

4. Deliverables

- i**
- Platform for young people to connect and to share best practices and success stories
 - An outreach strategy to bring cohort members to the website and encourage subsequent organic growth
 - Training for website administrators for management of the digital portal, review of site metrics
 - A publication schedule for news, events, and projects for content dissemination across the digital portal, email, social media

5. Implementation Plan and Timeline

i Month 1:

- Appoint a task team and go forward administrative leads for the communications channel project. These may be the same people, but it is key that the platform is initially maintained by people involved in the creation of the platform.
- Establish the ASA Emerging Leaders communications channel:
 - Select channel where everyone can connect, ideally at no additional cost to ASA/ASA Emerging Leaders, e.g., Facebook, LinkedIn groups, MS Teams, etc. – look first at channels already in use within ASA/ASA Emerging Leaders
 - Create a short document detailing modes of conduct and general guidelines for the communication channel, this should be made available for new members to reference (similar to the “Group Rules” for Facebook groups)

Months 2-3:

- Create a high-level content plan and social media strategy for the website including, but not limited to:
 - Content
 - Promoting and publicising key events on the ASA Emerging Leaders and NextGen calendars – including pre-event posts to announce events and extend invitations to members and post-event follow ups to share rich imagery, highlights, and stories and to debrief attendees
 - Sharing news and updates with the community in a timely manner
 - Responding to community questions or add to forum discussions where required
 - Including ‘sneak peeks’ of highlight content on the forum, with links to view full stories/photo albums within post captions
 - Creating a content archive with ideas for posts, images, or discussion topics to share during lulls in news and event related posts to keep the community engaged
 - Building a people-centric content strategy, for example: monthly posts recognising ASA Emerging Leaders members, celebrating team achievements, and/or the work of individuals across the wider ASA community
 - Building Membership & Platform Growth
 - Tagging other participating organisations, ASA Emerging Leaders members, or other related individuals in posts where relevant to encourage engagement and to expand ASA Emerging Leaders reach to /their networks
 - Publicising the forum, creating a pipeline for new registrations and engagement (e.g., “welcome Sarah from Queensland NextGen to the forum”); sharing links prompting forum registration on highlight posts during the forum’s lifespan to engage a wider network of young people in agriculture
 - Using forum links and calls to action on relevant outgoing media to the ASA Emerging Leaders group/wider network
 - Moderation & Administration
 - Moderating the forum, what behavior is and isn’t allowed, how are posts monitored, what happens in the case of a post that a moderator deems inappropriate, removing members from the forum

Months 3-4

- Soft launch the ASA Emerging Leaders platform for key members outside of the task team
- Share page strategies, event calendar, and content archive for review with this external team, ask for feedback and additions to the above to strengthen the overall content strategy and ensure it encompasses the ideas of the wider ASA Emerging Leaders group
- Begin populating the forum to ensure that there is existing content for new members to reference upon joining
 - Include “multimedia posts,” small photo collections/albums of previous events
 - Include at least two discussion focused posts: Blurb or discussion prompt on a relevant topic with a series of responses from task team members – the primary goal of these posts will be providing something for new members to reference with respect to modes of interaction and style of discussion upon joining the group in its initial stages
- Train the website administration team on how to manage the platform going forward – including content strategy, content calendar, growth strategy, and how to moderate the platform

Months 5-6:

- Open the ASA Emerging Leaders forum to a wider network
- Market the forum by generating word-of-mouth buzz to prompt organic growth

- *ASA leaders and ASA Emerging Leaders disseminate information about the forum, encourage registrations at meetings, events, and conferences*
 - *Begin forum-focused social media posts to engage a breadth of potential participants, including*
 - *Native advertising for the forum that engages potential members by floating the benefits of being connected with a community of young, like-minded individuals*
 - *Posts celebrating the accomplishments of forum members that participate in ASA events and choose to share their stories and achievements via the forum*
 - *Publicise the forum, creating a pipeline for registration and engagement through forum-focused announcements near launch with links prompting forum registration on email and other correspondence*
 - *Follow the content plan and social media strategy to ensure regular release of content, information, and relevant updates with a focus on driving engagement*
 - *Monitor the channel to moderate posts and/or respond to general questions*
- Ongoing:*
- *Turn over platform ownership to the website administration team managing the platform going forward (consider having ASA EL committee members take this on for a limited period – e.g., 1-year)*
 - *Continue focus on moderation, content, and buzz generation during the first year of platform to strengthen the platform and drive participation*
 - *Track site usage metrics and adjust content strategy to increase usage, connections, and conversations*

APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date

Approved By	Date	Approved By	Date
--------------------	-------------	--------------------	-------------