



SOCIAL FARMING FOR THE ELDERLY

A GOOD SOCIAL FARM STORY

5 STEPS TO CONSISTENCY IN TELLING YOUR FARM'S STORY

1. Define your farm's **unique selling point** with a narrative that will have an impact on people's emotions.

2. Develop a **clear brand message** that reflects the essence of your farm and use it consistently across all communication channels.

3. Use **storytelling techniques**; bring your farm to life, help people connect with the message, use testimonials, anecdotes, and examples.

4. Create a **style guide** (tone of voice, visual elements - logo, fonts, colours, photo/video material).

5. **Continuously monitor** and improve (regularly review your communication and ask customers or users for feedback).

WHAT IS STORY TELLING

Storytelling is an effective way to communicate internally and externally with key audiences and is also very useful in ensuring the visibility of social farms as it effectively communicates brand values.

A good and compelling story stimulates all five senses, which is very important in today's world where customers no longer focus solely on the product or service but expect an experience that arouses their curiosity and that they can relate to their own identity. Integrated multimedia storytelling engages the target audience, inspires potential customers, meets their expectations, and increases their loyalty.

The story of the social farm must be true, describing the key aspects of the farm and its essential characteristics (history, activities, world view), its mission and identity. Watch our four videos about FarmElder stories.

RECOMMENDATIONS

- Communicates the essence of the farm's activities to all stakeholders;
- Helps strengthen bonds within the farm;
- Positions the farm successfully among competitors;
- Presents the values, feelings, and characteristics of the farm in a story that the audience can relate to.



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FarmElder videos

