



# Social Farming for the Elderly

## Module 3.2 Telling the story of social farming for the elderly



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ASSOCIAÇÃO DE DESENVOLVIMENTO  
RURAL INTEGRADO DAS SERRAS DO  
MONTEMURO, ARADA E GRALHEIRA



**BIOTEHNIŠKI  
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**Eberswalde University  
for Sustainable  
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**HOF UND  
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**SOUTH KERRY DEVELOPMENT  
PARTNERSHIP CLG.**



**Telling the story of your  
social farm for the  
elderly**

**Present it in a video or  
podcast**

# Module outline

## Introduction

This module will present you with the basic knowledge of how to communicate the activities of your farm. It will show you the steps on how to create and successfully present the story of your farm.

## Learning objectives

After carefully reading the slides, you will get a deeper insight into the importance of the systematic approach towards promotional activities of your social farm. By going through the necessary steps, you will identify the Unique Selling Point of your social farm and be able to tell a story about it.

Examples will provide you with ideas on how to tell a story of your farm and to reach the target audience through a specific communication channel.

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A photograph of three women of different ages looking at small potted plants. The woman on the left is younger, with short brown hair, wearing a dark grey long-sleeved shirt and a black apron. The woman in the middle is older, with white hair and glasses, wearing a green jacket over a patterned sweater. The woman on the right is older, with bright red curly hair, wearing a green jacket over a colorful patterned top and a purple ruffled scarf. They are all holding small white pots with green leafy plants. The background shows a wooden building and some outdoor structures.

# 1 Storytelling in marketing



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# Storytelling in marketing

A good story with a strong appeal can stimulate all five senses. Today, consumers no longer focus on the product alone, instead expecting an experience that can trigger and enrich their curiosity.

Storytelling is an effective means of internal and external communication in the work field to transfer organizational culture and leadership styles to attract the attention of consumers and promote participation.

For external communication, a story engages the target audience. It can inspire consumers and enhance their loyalty. Consumers relate to the content with self-experiences after receiving the external information and create their self-identities.



# Elements of a farm's story

**Unique elements of the farm**

**Unique story**

**Unique presentation**



“

**Storytelling is central to much of farming's history. It just might be the key of preserving its future too.**

**Rodney Wilson, Hobby farms**





A man and a woman are standing in a lush green field with several cows. The man is wearing a blue patterned shirt and jeans, and the woman is wearing a white sleeveless top and dark pants. They are both smiling at the camera. In the background, there are more cows and a line of trees under a blue sky with scattered clouds. A large, semi-transparent green banner is overlaid on the middle of the image, containing the text '2 Designing a story of the farm and finding the point of difference'.

## 2 Designing a story of the farm and finding the point of difference



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# Designing a story of your farm and finding your point of difference

The story has to be real, relevant description of key aspects of your farm (history, overview, view of the world) and derives from the characteristics of the farm or its identity.

It is a structure description that:

- communicates the essence of the farm to all stakeholders,
- helps strengthen ties of the farm,
- successfully positions the farm among its competitors, and
- presents the values, emotions and characteristics of your farm in a story that your audience can identify with.





# Storytelling delivers value and emotion

**A story can significantly influence the processing of information, which covers exposure, attention, comprehension, acceptance, retention and memory.**

**Multimedia presentations enable an easy display of information.**

**Stories allow consumers to envisage events and brand images.**







### 3 Creating your brand, key target groups and Unique Selling Proposition (USP)



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# Brand of the farm, key target groups and USP

**Storytelling is an effective way to communicate the value of a brand.**

**The farm's brand can be its name, a term, a design, a symbol or some other characteristic that distinguishes farms from each other.**

**Brand marketing helps to communicate the characteristics of the farm and reduces information costs as well as the risk of consumers identifying the one that can provide the best experience. A brand implies a value proposition and conveys a sense of experience.**

**Purpose of the brand is to build a unique and strong emotional connection with users and increase their loyalty such that it becomes popular and has a good image (Kotler).**







# Target groups of your social farm and its positioning

Allocation according to

- **Demographics** (gender, age, education, occupation, location, income, etc.)
- **Psychographics** (AIO – activities, interests, opinions)
- **Sociography – lifestyles** (cultural characteristics, social classes, etc.)
- **Behaviours within the category** (frequency of purchase, level of consumption, level of loyalty, method of purchase, attitude towards the brand, brand awareness, etc.)

## IMPERSONATING THE TARGET GROUP

Create a virtual person from the data for each target group.







# A USP is the essence of your brand

**USP** – the benefits that clients will get from your product or service alone. It should be

- **positive** (a benefit),
- something that you can **maintain** for a long time to come,
- something that your costumers genuinely **need**,
- **communicated consistently** every time you interact with your customer.

USP can be e.g., organic production or environmentally friendly actions.

**Examples:**

**Thrive Market. Organic without overpaying.**

**Starbucks. Expect more than a coffee.**

**Coca-Cola: Refresh the world. Make a difference.**

**Ikea: To create a better everyday life for the many people.**





# Basic story formula

**Main character**  
=  
**User of your  
social farm**

Your user wants something (not  
your product or service).

**1**

**Problem**  
=  
**Something  
you solve**

The problem is keeping your  
user from getting what  
he/she wants.

**2**

**Supporting character**  
=  
**Your product  
or service**

You have already solved the  
problem for your users, so your  
social farm and activities are your  
supporting character.

**3**

**Plan**  
=  
**How they get  
your solution**

Distill the plan into 3-steps that  
show the user what they have to  
do to engage with your brand  
and solve their problem.

**4**





# Basic story formula

**Call to action**

**=**

**Buy now, start the  
program**

**If you don't challenge your  
character to take action, they  
won't, so issue a call to action.  
Often.**

**5**

**Success**

**=**

**Life after your product  
or service**

**Paint a picture of what life will look  
like after they've purchased your  
product or started the program.**

**6**

**Failure**

**=**

**More of the  
same Problem**

**Describe the consequences of not  
taking action to solve the problem.**

**7**





# Sympathy and empathy, farmers/users caring for products

*A dragon fruit farmer continues to grow dragon fruit after retirement to care for a child who suffers from a rare disease. He loses his pension but continues to grow gently and safely to care for his child. Eventually, his business expands to Canada, Dubai and other countries.*

In this story, consumers can be deeply affected by the protagonist's situation. Sympathy and empathy reactions influence their attitude.

Green and Broock (2002) point out that readers may have a greater affinity for a sympathetic protagonist in a good narrative.





## 4 Presenting the story of your social farm



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# Presenting the story of your social farm

Selecting the audio and visual elements encourages creativity and metaphorical thinking. This can engage the audience and often evokes an emotional response (Davey & Moulton, 2020).

## Elements of a great story presentation

**Brand**

**Image-based  
digital stories**

**Video story**





# Image-based digital stories

**Show them your story, emotions through a photo.**







# Production of high quality photo/video material

Produce materials for dissemination through different communication channels. Every communication channel requires different types of material for target groups to achieve the best possible effect.

For multiplatform communication of your story, the produced AV material has to be adjusted for each communication channel.

## VIDEO IS A MUST!

Short inspirational videos, which focus on delivering the emotion, experience with the farm/product/brand (1-3 minutes).

Appropriate length of videos per communication channel:

YouTube (5-15 minutes)

Facebook (30-60 seconds)

Instagram (video 30-60 seconds, story 15 seconds)

TikTok (10-15 seconds)

Pinterest (15-30 seconds)

X (formerly Twitter) (20-45 seconds)





# Types of videos and their popularity

- **Comedy, meme or viral video**
- **Tutorial or how-to video**
- **Educational video**
- **Product review video**

**Adjust the type of video according to your message. Use more than one type.**

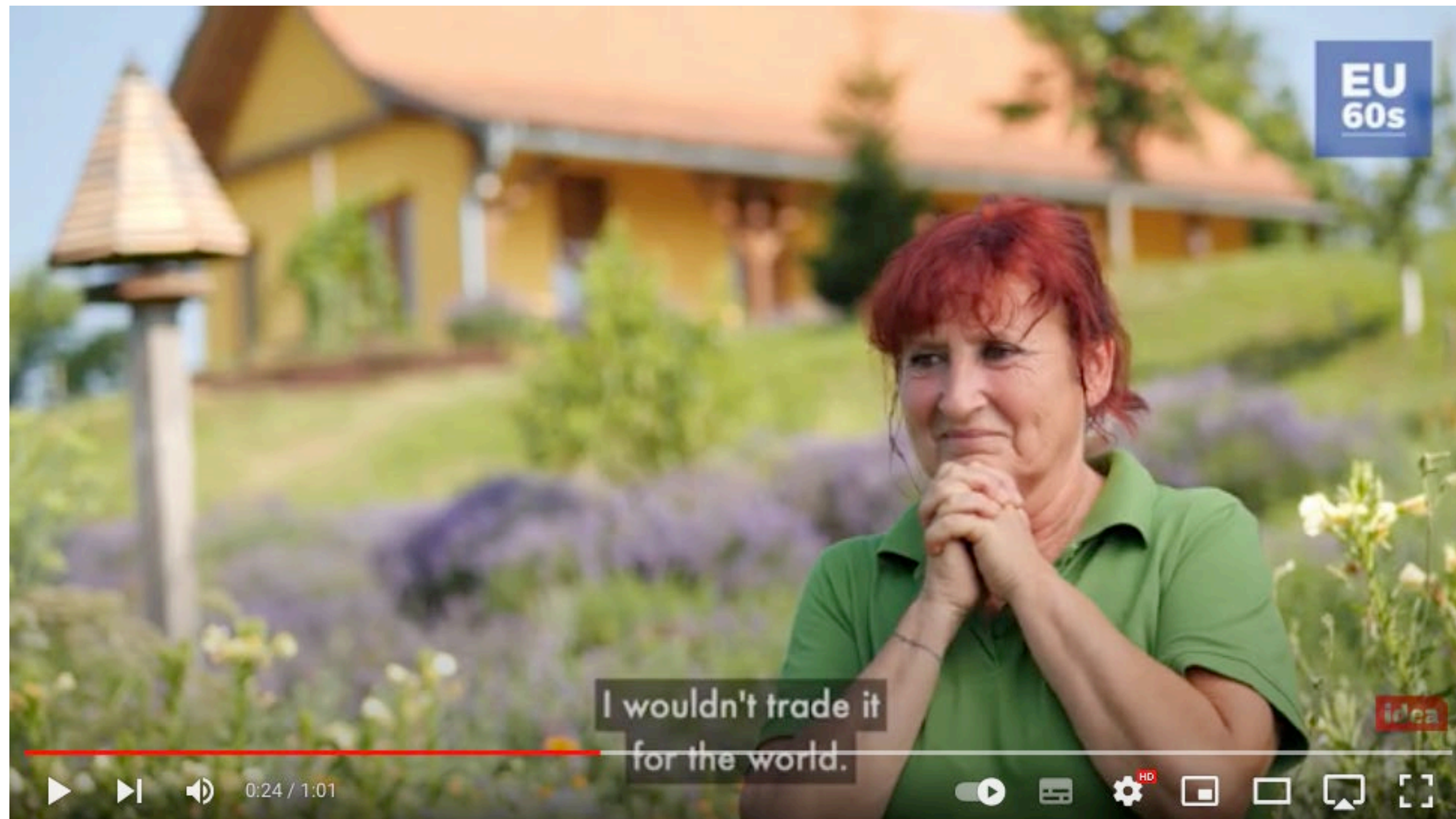


Percentage of internet users who watch video content via the internet each week (Source: GWIIQ3 2021).



# Present a story in a video: Examples

## Social farm Korenika in 60 seconds





# Present a story in a video: Examples

## Social farm Korenika (emotions)





# Present a story in a video: Examples

Viral video (Emanuel don't do it)





# Present a story in a video: Examples

Educational video (How to: Mozaik – preparation of traditional cake)





# 5 Publishing a story

## Choosing the appropriate communication channels

Presented by: Luka Orehar &  
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# Publishing a story: Choosing the appropriate communication channels

**Media goals** (must answer the following questions)

- Who? (Target group we want to reach?)
- Where? Focus (geographical market)
- When? Start and duration
- How? What is the best way to format the messages?
- How much? Frequency, range
- What else? Additional requirements

**Media strategy**

- Determine the selection of primary and secondary media,
- Determine the media cut (media frequency),
- Determine the annual advertising presence (even, intermittent, flashing, mixed).

## Media plan

- Media goals
- Media strategy
- Timeline
- Cost sheet



## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

POSTING FREQUENCY	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
WHEN TO POST	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
USE OF HASHTAGS	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
BEST PERFORMING CONTENT	Photos • Videos	Photos • Short videos	Questions • Multimedia	Product Reviews • How-to Guides • Educational videos	News • Updates • Articles	Style • Home • Food & Drink • Beauty	Fun & playful • Lenses & filters
IDEAL VIDEO LENGTH	1 Minute for video 5+ Mins for Live video	30 Seconds	45 Seconds	2 Minutes	1-2 Minutes	Based on source video	10 Seconds
CONTENT TIPS	Thumb-stopping power • Short & catchy videos & images • Respond to comments	Real photos of real things • Use hashtags • Single focus of image	Mix content • Retweet • Reply and participate	Clear purpose for video • Compelling storyline • Add variety to video topics	Positive & relevant content • Add images & video • Value for audience	Variety of content • Create multiple boards • Curate content from other sources	Capture attention • Showcase business or product • Fun & light
AUDIENCE BUILDING TIPS	Post Consistent and engaging content • Boost posts	Use hashtags • Engage with audience	Tweet more often • Use hashtags and participate	Optimize for search • Post consistently	Add contacts to your network • Engage via comments and groups	Post often • Create searchable descriptions	User-generated content • Cross-promote on other platforms

# Social media

## Timesheet

Design a monthly timesheet with contents and AV material needed for the post.

Follow the insights regularly and evaluate specific posts on each social media channel.

## Costs

Decide on your budget and evaluate the results according to costs per campaign.



# Social media

Combine communication of your social farm on all or more of the most popular social media.  
Adjust the type of video content, length, the way of communication to social media app specifics.



Average time per month that users spend using each platform Android app, ranked by cumulative time (Source: stateofmobile2022.com)



# Welcome to the Field of Dreams

A pioneering and purpose built training facility for adults with Down Syndrome built in 2017.

Our aim is to support adults with Down Syndrome achieve ongoing learning, life & work skills. These will lead towards increasing their abilities that will lead to employment and greater self reliance and will help them to enjoy meaningful and productive lives.



## 6 Summary



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## 6 Summary

### 5 steps to achieve consistency in communicating the story of your farm:

1. Define your farm's unique selling point (tell it through a story to affect people's emotions).
2. Develop a clear brand message (a clear message that communicates the essence of your farm). It should be used 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 materials).
5. Review and refine (regularly review your communication and solicit feedback from customers or users).







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