Social Media Mondays

**Program Area:** Member Services (MS)  
**County Farm Bureau:** Dane County Farm Bureau  
**State:** WI  
**Membership Category:** 1,001-3,000  
**Year:** 2013  
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**Program Description:** The use of social media is necessary to keep up with the technologically savvy society in which we live today. The Young Farmer & Agriculturist Committee recognized that older Farm Bureau members were not only curious about social media but also how to effectively and efficiently use their home computers to keep up with Farm Bureau news, correspondence and email. Primary objectives of the program included offering basic computer skills and social media training to Farm Bureau members to help improve communication amongst each other; and bridging the generational gap by connecting older and younger members in an educational setting using the buddy system.

YFA members organized "Social Media Mondays" to occur weekly throughout the month of February. Each session consisted of a maximum of 15 students due to the number of computers available for use. There were specific curriculums designed for each session that included pre-tests to measure the student's knowledge before attending the workshops and a post-test to measure their success after attending the event. Topics varied widely from student to student. Some students created Facebook pages, some wanted to know how to attached files to emails, others wanted help with texting, using their smart phone or digital camera.

Social Media Mondays were a home run for Dane County. First, it helped to improve communication within the county Farm Bureau. A total of 15 students and more than 25 volunteer buddies made this intimate learning opportunity possible. They now have members actively sending emails, attaching files, commenting on the Farm Bureau Facebook page and sharing stories from their farms using social media making the county Farm Bureau membership more efficient and effective communicators.