

Social Media Channel Bios



Introduction:

Farmwork to Feed Canada communicates with Canadians via four social media platforms: Instagram, Twitter, LinkedIn, and Facebook. Each of these channels requires an appealing, accurate and engaging 'bio' as a channel header.

Instagram:

Summary: Volunteer + Communications and PR Professionals + Canadian Agriculture + Canadian Farmers + Food Security + COVID-19 #FW2FC
www.farmworktofeedcanada.ca

Bio:

A showcase of Canadian farmers, producers, and local food amid COVID-19, driven by #FW2FC, a network of food-loving communications volunteers. (farmer emoji)

Twitter: (160-character limit)

Summary: Volunteer communications and PR-professionals @farmwork2feedca raising trust and awareness in #CdnAg, #foodsecurity, and #Canada'sfoodsystem amid #COVID-19 (156 characters)

Bio:

Educating Canadians on #farmtofork and #foodsecurity amid COVID-19 through a national #FW2FC network of food-loving communications professionals.

LinkedIn:

Summary: A volunteer Canadian initiative of communications, public relations, marketing professionals, and students working with the #CdnAg Industry to increase Canadian's knowledge on food security, farm to fork, and other impacts of #COVID-19 coast to coast.

Bio:

Farmwork to Feed Canada (#FW2FC) is a volunteer initiative led by Canadian professionals, recent grads, and students in public relations, communications, and marketing.

Amid the COVID-19 pandemic, we foster support for farmers, farm groups, and food industry experts. We engage Canadians on food issues that matter, from farm to fork to food security.

Follow us @farmwork2feedcanada on social and join the conversation!

Facebook:

Summary: A volunteer Canadian initiative of communications, PR, marketing professionals, and students. We work with the ag and ag-food sectors (land and sea) to raise Canadian's awareness of the impact of COVID-19 on ag and build trust in our food system.

Bio:

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Learn about a day in the life of a Canadian farmer? Check out our latest blogs on food, farmer and producer stories: <https://farmworktofeedcanada.ca/stories/>

Pick up your cooking skills and incorporate with more delicious and nutritious local Canadian food products with simple in-season recipes:
<https://farmworktofeedcanada.ca/recipes/>