



NJ Farm To School Tweet Program Overview

One of the purposes of the NJ Farm To School Network is to facilitate collaboration between New Jersey farmers and school food procurement professionals. As is in most industries, too often the invested parties are siloed, inhibiting timely communication to maximize effective collaboration. Technology has provided an outlet to assist in the efforts of providing timely information.

The NJ Farm To School Tweet Program will assist farmers and school food procurement professionals in bridging the gap of timely information sharing. Farmers will no longer have to log into a computer to communicate crop availability and special pricing and food professionals can receive that availability and pricing instantaneously to ensure the best price and availability.

Today's sessions will focus on the farmer, showing step-by-step methods of setting up their Twitter account, using their phones for field communication and how to communicate their availability. They will learn the benefits toward maximizing their crop sales and further developing relationships with local schools to increase overall sales.

NJ Farm To School Tweet Program Tools

Participants of this program will need to bring their own mobile phone and ensure it has a texting plan on their service. Smart phones are encouraged, but not necessary.

Participants are also encouraged to bring a laptop if available.

For questions or further inquiry, please contact:

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NJ Farm To School Tweet 101

50 minutes: Beginner

- Why Twitter?
- Creating Your Twitter Account (*hands-on*)
 - Setting up your profile
 - Brief Name
 - Creating your bio
 - Offerings / Specialties
 - Configure your settings
 - Private
- Ensuring Your Settings Are Correct
- Q&A

NJ Farm To School Tweet 102

50 minutes: Next Steps

- Setting Up Your Smart Phone
- Sending Tweets
 - DM's
 - @ messages
 - Hashtags
- Q&A

NJ Farm To School Tweet 103

50 minutes: Program

- NJF2S Specific Settings (*Pocket Guide Provided*)
 - NJF2S Hashtags
 - NJF2S Lists
 - NJF2S Lists
- How it All Works
 - Practice
 - ROI / Analytics
- Q&A