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WHO:	High School FFA students & Collegiate Farm Bureau members
WHAT:	A social media challenge to #SpeakAg
WHERE:	Facebook or Instagram
WHEN:	September through December
WHY:	Engage with consumers, develop advocacy skills, and win money for your chapter!
INFO:	https://www.michfb.com/agriculture/education/student-programs

2025 Michigan Farm Bureau #SpeakAgMichigan Challenge

Purpose of the #SpeakAgMichigan Challenge:

The #SpeakAgMichigan Challenge is a four-month social media campaign for high school and college students to advocate for agriculture. Each month, participants highlight a specific commodity or ag-related theme using creative and informative posts. Students can choose from a variety of post challenges to complete each month.

Who Can Participate:

High School Division: Any Michigan FFA chapter can participate using their chapter's Facebook or Instagram account. One individual may post on the chapter's social media account, but this is a chapter-level competition.

Collegiate Division: All active, registered Collegiate Farm Bureau members are eligible to participate through their personal Facebook or Instagram account. There is no chapter competition. Please make sure all posts are set to "Public" view, so judges can access your posts.

How to Register:

- Register online at <https://wkf.ms/3GxQq5T> between August 1 and December 31.
- After registering, you and your advisor will receive a confirmation email with social media instructions and the monthly sharegraphics.

Challenge Rules:

- **NEW THIS YEAR: EXTRA CREDIT!** Competitors can earn up to ten extra credit points each month by reading MFB's monthly Community Action Group article and submitting answers to the corresponding questions. See more info after the Challenge Timeline.
- Each month, participants must complete **five** total posts:
 - The first post of the month must be the official **MFB sharegraphic**.
 - The remaining four posts can be anything within the monthly topic area.
- All posts must include **#SpeakAgMichigan** and tag **@MichiganFarmBureau**.
- Posts must be **public** and shared during the assigned month to receive full points.
- Participants will receive monthly feedback and scores via email.

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- A leaderboard will be shared in October, November, and December.
- Collegiate participants must post at least 3 of the 4 months to qualify for prizes.
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- Collegiate participants must post at least 3 of the 4 months to qualify for prizes.
- To earn FULL points, posts must be shared in the commodity's designated month.
- Make sure posts related to the #SpeakAgMichigan Campaign are set to public.
- provides your audience with a clear understanding of what your campaign's purpose is during the month and what they should expect to see on your page.
- The first of each month, judges will critique the month's posts and provide feedback as well as an overall score based on the rubric below. Emails will be distributed to chapters and collegiate members to provide praises and suggestions to consider implementing in the future months.
- A leaderboard for September, October, and November will be shared on Michigan Farm Bureau's Facebook page for each division.
- December's points will be compiled and added to the final scores in January.

Awards:

High School Division: Top 10 FFA chapters will receive cash prizes ranging from \$100 to \$1,000, sponsored by Michigan Farm Bureau and the Michigan Foundation for Agriculture. Winners will be recognized at the Michigan FFA State Convention.

Collegiate Division: Top 3 individuals will receive cash prizes, and their Collegiate Farm Bureau chapters will also receive matching awards:

- 1st Place: \$500 (member + chapter)
- 2nd Place: \$300 (member + chapter)
- 3rd Place: \$200 (member + chapter)

Winners will be recognized at the Growing Together or Young Farmer Leaders Conference.

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Challenge Timeline:

August:

- Registration opens on August 1st.

September:

- Upon registration, FFA Chapters and Collegiate members receive their welcome email and commodity sharegraphics.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through September 30th.

October:

- Leader Board posted for September.
- Critiques and praises provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through October 31st.

November:

- Leader Board posted for October.
- Scores provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through November 30th.

December:

- Leader Board posted for November.
- Scores provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through December 31st.

January:

- Winners will be notified via email and announced on the Michigan Farm Bureau Facebook page in January.

February:

- Collegiate Division winners and their advisor will be recognized at the 2025 Growing Together Conference.

March:

- The High School Division winners will be recognized during the 2025 Michigan FFA State Convention.

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Extra Credit –Community Action Group Engagement:

As part of the #SpeakAgMichigan Social Media Challenge, participants will engage with Michigan Farm Bureau's Community Action Group (CAG) content each month to dig deeper into agricultural issues and strengthen their advocacy voice.

Here's how it works:

- **Read the CAG Article**

Each month, an article will be emailed to all competitors that aligns with the monthly #SpeakAgMichigan theme.

- **Answer the Monthly CAG Questions**

- A short set of reflection or discussion questions will accompany each article.
- Participants must answer all questions to receive credit.
- Responses should reflect thoughtful engagement with the topic.

- **Submit by the Deadline**

- All answers must be submitted via email to: WU-CAGLOOP@FBINSMI.COM by the last day of each month to earn points.

- **Earn Points**

- Participants can earn up to 10 points each month by submitting complete and thoughtful answers.
- These points count toward their overall #SpeakAgMichigan Challenge score.

- **Receive Peer Responses**

At the beginning of the following month, participants will receive a collection of CAG responses submitted by Farm Bureau CAGs across the state — great for idea sharing and expanding your perspective.

- **Why It Matters**

- This connects your voice to broader conversations happening across Michigan.
- It's a chance to grow your understanding, build leadership skills, and collaborate with others in the Farm Bureau community.

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Scoring Rubric for _____

The scoring rubric is based off National FFA's Agriculture Communications contest.

INDICATOR	Very Strong Evidence of Skill 4-5 points	Moderate Evidence of Skill 2-3 points	Weak Evidence of Skill 0-1 points	Points Earned 0-5 points	Weight	Total Points
ACCURACY OF INFORMATION	Facts shared are accurate. Sources used are reliable, appropriate and have good connection to the commodity.	Minor inaccuracies regarding facts shared. Sources are improperly used and/or have a weak connection to the commodity.	Facts are completely inaccurate and/or taken out of context. Sources are unreliable and/or have no connection to the commodity.		X4	0-20
AUDIENCE AWARENESS & ENGAGEMENT	Clearly seeks to understand their audience. Communicates and answers audience questions in a way which displays respect. Identifies shared values and appropriately attempts to connect with audience.	Somewhat understands their audience. Communicates and answers audience questions; but lacks respect and/or understanding.	Does not understand their audience. Uses inappropriate emotions to engage with audience. Does not attempt to find shared values with the audience.		X3	0-15
CHOICE AND LAYOUT OF PHOTO(S) AND/OR GRAPHIC(S)	Appropriate and relevant images, graphics, video and photos were used. Placement of images enhanced	One or more images, graphics, video, and photos are not relevant or appropriate. Placement of images distracts	No images, graphics, video, and photo are relevant or appropriate. Placement of images is poor and distracts		X 2	0-10

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	the post's message. Images help to promote the commodity and tell an appropriate story.	from the post's message. One or more images do not help to promote the commodity or do not relate to the story being told.	from the post's message. Images do not promote the commodity or distract from the story.			
CREATIVITY	Posts display creative or unique approaches and technique to accomplish the challenges. No grammar, spelling or punctuation (GSP) errors found within post and caption text.	Posts are average, though accomplish the challenge. Minor GSP errors found within post and/or caption text.	Posts try to do too much through creative and technique, creating confusion – or - shows little initiative towards creativity and uniqueness. Major GSP errors found within post and/or caption text.		X2	0-10
Visual Appeal of Posts	Posts are very aesthetically pleasing, captures attention. Appropriate, attractive, and consistent use of color, images, fonts throughout All posts are easy to understand the intent.	Posts are average, could easily be skimmed over. Most colors, images, and fonts are appropriate. Some content is confusing to understand intent.	Posts do not draw viewer attention and is not pleasing to look at. Inappropriate use of color, images, and fonts. Content is not easy to understand and leaves the viewer confused or misled by the intent.		X2	0-10
TOTAL POINTS (0-65)						
Extra Credit Points (Up to 10)						

JUDGE FEEDBACK:

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Monthly Commodities/Focus Areas:

September Challenges: Non-Traditional Agriculture - "Not Your Average Farm: Exploring Unique Ways Michiganders Grow Food"

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Non-Traditional Agriculture Share Graphic

Create **four** challenges to complete and share on your social media platform for the month of September. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Highlight a local farm or classroom project that is non-traditional ag (hydroponic, rooftop, aquaculture etc.)
- ☐ Grow or raise something in the classroom using Non-traditional methods and document the progress.
- ☐ Share non-traditional agricultural methods and the pros and cons of using non-traditional agriculture.
- ☐ Interview an individual in a non-traditional ag career.
- ☐ Highlight a career connected to non-traditional agriculture.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.usda.gov/farming-and-ranching/aquaculture>
- <https://extension.okstate.edu/fact-sheets/print-publications/hla/hydroponics-hla-6442.pdf>
- <https://urbanfarming.org/>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC8006923/>

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October Challenges: Environmental Stewardship - “How Farmers Care for the Land, Water & Wildlife”

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Environmental Stewardship Share Graphic



Create four challenges to complete and share on your social media platform for the month of October. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Share facts about how farmers practice sustainability.
- ☐ Plant a tree or Pollinator-friendly flower and share a pic or time lapse.
- ☐ Share the importance of environmental stewardship in agriculture.
- ☐ Share information on the importance of Reduce, Reuse, Recycle.
- ☐ Define Environmental stewardship and best practices of environmental stewardship.
- ☐ Organize a community service project to encourage Environmental Stewardship. Clean a river, pick up trash etc.
- ☐ Talk about the importance of clean water and the environmental impacts of the Great Lakes.
- ☐ Interview an individual who works in environmental Stewardship.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.noaa.gov/office-education/noaa-education-council/monitoring-resources/common-measure-definitions/stewardship-definitions>
- <https://www.jmu.edu/stewardship/what-is-environmental-stewardship.shtml>
- https://msu-prod.dotcmscloud.com/master_gardener_volunteer_program/resources/environmental-stewardship
- <https://www.extension.iastate.edu/4h/environment-sustainability>

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November Challenges: Local Agricultural Issues - “What’s ‘Growing On’ in Michigan Agriculture?”

Your first post of the month must be:

- ☐ MFB’s #SpeakAgMichigan Local Agriculture Issues Share Graphic



Create four challenges to complete and share on your social media platform for the month of November. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Facts about Issues facing Agriculture in your community.
- ☐ Interview a local farmer or an individual who works in agriculture about challenges they face and how they’re playing a role in local agricultural issues.
- ☐ Share the top three issues impacting farmers today and provide valid resources for people to learn more about the issues.
- ☐ Share one law or policy that affects local farmers and why it matters.
- ☐ Share how people can become involved in/support Michigan’s farmers and the issues they are facing.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.ffa.org/the-feed/5-agriculture-issues-with-local-impacts/>
- <https://www.agweb.com/news/policy/politics/top-ten-political-issues-facing-agriculture>
- <https://www.fb.org/issue>

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December Challenges: Food Insecurity - "Growing Solutions to Food Insecurity"

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Food Insecurity Share Graphic



Create four posts to complete and share on your social media platform for the month of December. Here are some examples but creativity is encouraged. The examples do not have to be used. See social media posting tips on how to really elevate your posts!

- ☐ Highlight your local food pantries.
- ☐ Host or promote a canned food drive.
- ☐ Spread awareness about food insecurity in your community.
- ☐ Interview your local food pantry about food insecurity.
- ☐ Create a graphic or handout that explains the link between farming and hunger relief.
- ☐ Interview your county farm bureau about how they are growing solutions to food insecurity.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.feedingamerica.org/hunger-in-america/food-insecurity>
- <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/key-statistics-graphics>
- <https://www.fao.org/measuring-hunger/en>

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Additional Resources:

- Michigan GROWN, Michigan GREAT www.michigangrown.org
- Michigan State University Extension www.msue.anr.msu.edu
- CommonGround www.findourcommonground.com
- Best Food Facts www.bestfoodfacts.org
- U.S. Farmers & Ranchers Alliance www.fooddialogues.com
- Animal Agriculture Alliance www.animalagalliance.org
- American Farm Bureau Foundation for Agriculture www.agfoundation.org
- Modern Agriculture www.modernag.org
- GMO Answers www.gmoanswers.com

Social Media Best Practices:

1. Be positive in your photos, captions, and overall voice.
2. Avoid acronyms, jargon or "production" terms.
3. Use simple, consistent design. Consider creating one template and utilizing it for all your #SpeakAgMichigan posts to create consistency and expectation with your audience.
4. Videos increase your overall audience reach.
5. Have permission from individuals and/or businesses before filming or photographing.
6. Credit your source of information in your caption or on your post.
7. Respond to questions timely and seek to understand and bring awareness rather than educate. "Educating" someone assumes the individual knows nothing about the topic, when they may just not be aware of the correct information.
8. Sarcasm and humor are hard to interpret through social media. If you think what you are saying could be misinterpreted, do not post it.
9. Once you post, nothing is ever truly deleted. Don't say anything you can't take back.
10. If you don't know the answer to a consumer's question—don't fake it. Tell the person you don't know, and offer what information you can, such as "At our FFA chapter..." or "On our farm..."
11. Don't be afraid to refer people to reliable and trustworthy websites for more information—but remember you are the expert on your farm.
12. Remember you are representing your FFA or Collegiate Farm Bureau chapter, your high school or college institution, both your community and the agriculture community and most importantly - yourself.