

Introduction to

THE RURAL DICTIONARY

with

Eric Stonestreet



STATE CONTENT AMPLIFICATION GUIDE || AUGUST 2021

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Overview

As consumers ourselves, we understand the barrage of information coming at us every day. When it comes to modern pork production, there are many different misconceptions about how we raise hogs that impact consumer perceptions of pork.

To help dispel these myths, National Pork Board (NPB) has partnered with Modern Family star Eric Stonestreet to create online resources that help redefine modern pig farming and update the outdated images and myths, that still exist about our industry. This campaign, dubbed the Rural Dictionary, will come to life in a social-first video series that works to redefine common pig-related idioms and phrases in a way that frames modern pig farming in a positive light.



How to Use This Content Amplification Guide

NPB's Rural Dictionary campaign provides opportunities for states to customize, repurpose and amplify content to reach both producer and consumer audiences with relevant information about modern pig farming. This Content Amplification Guide outlines simple content suggestions that should make it easy to share the campaign among your existing audiences.



Rural Dictionary Video Topics and Timeline

When Pigs Fly || Week of September 6

- Myth we're busting: Today's farms are still the antiquated and unsophisticated little red barns we see in storybooks
 - We CareSM principals in focus: Food safety + animal well-being
-

Pig out || Week of September 27

- Myth we're busting: Pig's aren't well-cared for and are fed haphazardly
 - We CareSM principals in focus: Food safety + animal well-being
-

Capitalist pig || Week of October 18

- Myth we're busting: Farms are owned by faceless corporations
 - We CareSM principals in focus: Our people + our communities
-

Pigsty || Week of November 1

- Myth we're busting: Farms and pigs are dirty
 - We CareSM principals in focus: Food safety + animal well-being
-

Hog Wild || Week of November 15

- Myth we're busting: Pig farms are destructive to the environment
- We CareSM principals in focus: Environment + public health



NPB Social Content Timeline

When you can expect to see
content go live from NPB.

SEPTEMBER				
Week	1	2	3	4
Episode Drops	Week of SEPT. 6			Week of SEPT. 27
Re-Definitions (Content re-iterating the redefined phrases from videos)		Week of SEPT. 13		
Tease & Remind			Week of SEPT. 20	

OCTOBER				
Week	1	2	3	4
Episode Drops			Week of OCT. 18	
Re-Definitions (Content re-iterating the redefined phrases from videos)	Week of OCT. 4		Week of OCT. 18	
Tease & Remind		Week of OCT. 11		Week of OCT. 25

NOVEMBER				
Week	1	2	3	4
Episode Drops	Week of NOV. 1		Week of NOV. 15	
Re-Definitions (Content re-iterating the redefined phrases from videos)	Week of NOV. 1		Week of NOV. 15	
Tease & Remind		Week of NOV. 8		Week of NOV. 22



Stakeholders: Pork Producers/Pork Industry/ Agriculture Industry

Examples of Social Media Posts

The example posts below can be customized and used to communicate with producers and other pork and agriculture industry stakeholders in your state about the Rural Dictionary campaign. These posts have been designed to support your communications efforts and social content calendars for Facebook and Instagram.

Video release content: Promotes the new episodes via sharing of the NPB video links as each is released.

Visual Asset Content + Considerations

Share video links from pork.org/ruraldictionary or NPB's YouTube channel; video image (known as a link preview) will pull through and no additional graphics needed.

Social Content

- When Pigs Fly Release

The @National Pork Board has partnered with Emmy Award-winning actor @Eric Stonestreet to dispel common misconceptions about pork production through the Rural Dictionary video series. Check out the first video, When Pigs Fly, to learn about how modern pig farmers embrace innovation to raise healthy pigs. Visit pork.org/ruraldictionary for more information.

- Pig Out Release

Ready for a new pork industry myth to bust?! Check out the latest video from the @National Pork Board. What does it mean to Pig Out? Watch to find out! pork.org/ruraldictionary

- Capitalist Pig Release

Join Eric Stonestreet as he takes on a new pork industry misconception – the capitalist pig! We know that the pork industry is full of caring people, but some believe it's full of faceless corporations. Looking to learn more? We've got you covered. pork.org/ruraldictionary

- Pigsty Release

Ever been told to clean up your pigsty? That actually means that you're in a clean and safe environment! Watch the latest addition to the Rural Dictionary to get the scoop. Wanting to learn more? Check out pork.org/ruraldictionary.

- Hog Wild Release

Environmental stewardship is extremely important to America's Pig Farmers. The latest entry in the Rural Dictionary tells us more about how pig farmers are going hog wild with their conservation practices. pork.org/ruraldictionary

State-owned content: Suggestions for your own content to engage producers in your state and extend the reach/impact of the Rural Dictionary campaign

When it comes to modern pig farming, there are many misconceptions about how we raise hogs. The Rural Dictionary is busting those myths! What term would you add to the Rural Dictionary? Follow our page and comment below for a chance to win [INSERT PRIZE HERE]:

1) Follow our [INSERT THE SOCIAL CHANNEL] page

2) Comment with your photo

3) One post will be randomly chosen as our winner

Giveaway ends DATE HERE. Must be 18+ or older to enter. This giveaway is in no way sponsored, administered, or associated with [INSERT THE SOCIAL CHANNEL].

#DYK that eating like a pig means that you're actually eating healthy?! What other phrases or idioms about pigs is everyone getting wrong? Let us know in the comments.

Now that we've shared a couple of pork idioms with its new definition, we want to hear from you! Share your own idiom and its definition in the comments.

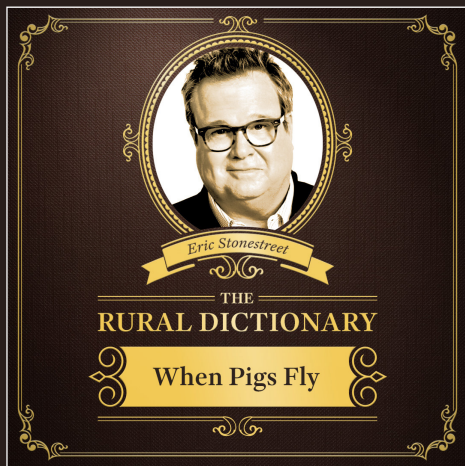
We're on a mission to bust pork myths! Everyone has heard the term pigsty and thought of a dirty room. However, we know that a pigsty means it's actually really clean! Let's see pictures of a pigsty on your farm in the comments!

Have you been thinking about what YOU would add to the Rural Dictionary? We want to hear from you! Share your suggestions below.

Newsletter or Article Copy (short version):

Below is a simple paragraph that you can customize for the introduction of the Rural Dictionary via owned digital (newsletter, website, etc.) communications channels.

The National Pork Board (NPB) is partnering with Emmy Award-winning actor Eric Stonestreet to dispel common misconceptions about pork production through the creation of the Rural Dictionary campaign. This social-first video series works to redefine common pig-related idioms and phrases in a way that frames modern pig farming in a positive light. Videos will be rolled out on NPB's social channels starting the week of September 6, so follow INSERT CHANNELS FOR NPB to be sure you're first to see the new content when it drops! For more information on the Rural Dictionary, visit pork.org/ruraldictionary.



SOCIAL PROMOTION - IMAGE



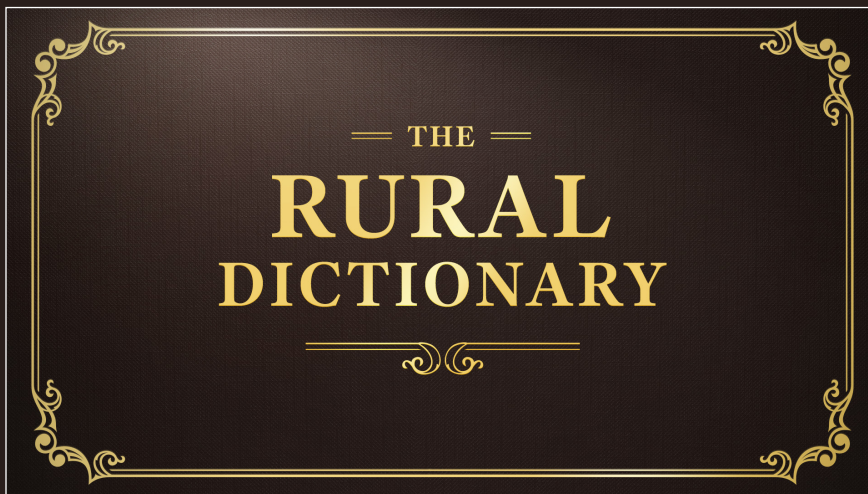
SOCIAL PROMOTION - TERMS & DEFINITIONS



ERIC HEADSHOTS



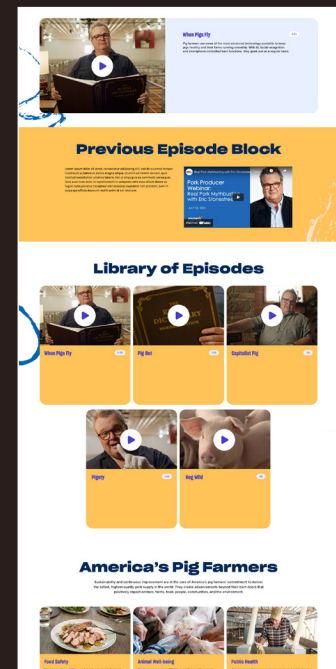
WEBSITE HEADER



VIDEO COVER - INTRODUCTION



DISPLAY ADS



WEBSITE CONTENT

Community Management

One of the most important steps to having a successful social media page is interacting with your followers. Community management allows for you to build deeper relationships with your audience by engaging with them on social media. Here's a quick list of Dos and Don'ts to follow when you respond as your state's organization:

Dos

Do educate and engage your community with a welcoming tone

Do answer appropriate and valid questions to correct misinformation

Do offer additional support and provide resources

Don't's

Don't delete comments

Don't engage trolls

Don't engage with extremely vulgar language

Feeling like you don't know where to start? Join the upcoming community management webinar on INSERT DATE/LINK/LOCATION.

NPB Contact – Issues Management



Firstname Lastname

Job Title

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email@emailaddress.com

Continued Communication and Feedback

We are committed to regular communication with you about updates to the Rural Dictionary, which is why we've added a channel on the State Pork Association Teams site. You can also find additional assets, including the print and digital advertisements and a copy of the community management webinar presentation (once completed) there. If you have questions, comments or even want to brainstorm ideas about your state can engage with the Rural Dictionary campaign, please share them on the Teams channel. Additionally, if you have questions for the NPB team, please contact [Trisha Brooks](#).