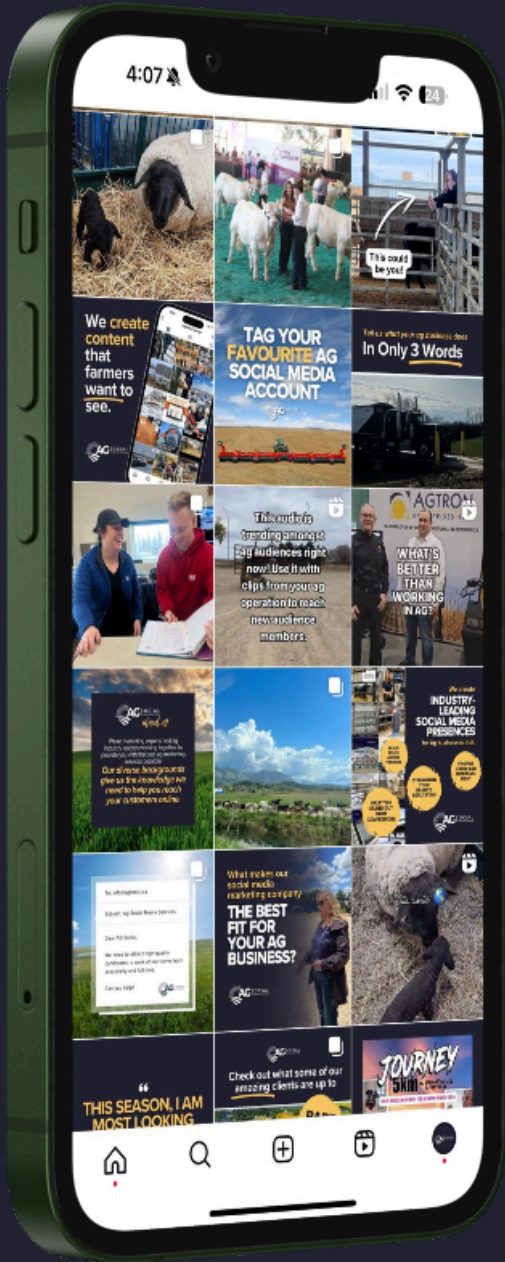




Social Media Workshop for Sheep Producers: Simple Steps to Success



Learn the Basics for Achieving Successful Social Media for Your Farm and Business.

Join our virtual 4-part webinar and gain simple, effective social media skills to elevate your operation in 2025.

Virtual Social Media Marketing Training Designed for Sask Sheep Producers.

Training Dates Times:

- Part 1: February 27, 2025 7-8 pm
- Part 2: March 6, 2025 7-8 pm
- Part 3: March 13, 2025 7-8 pm
- Part 4: March 20, 2025 7-8 pm

Training Course Cost: \$320+tx
Course Details >>>

100% Virtual

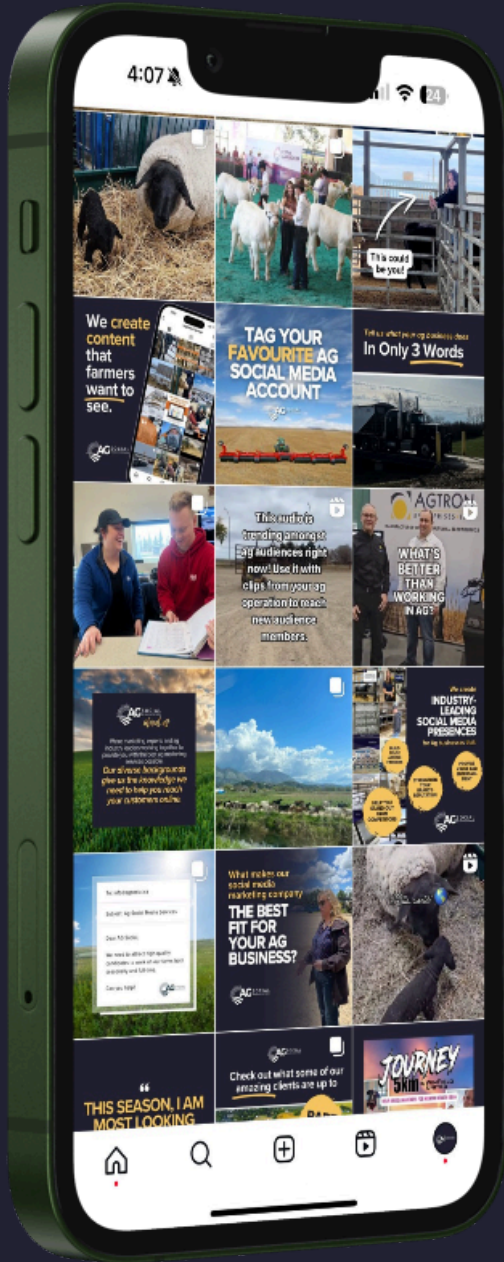
Learn From Anywhere

Easy to Follow Step-by-Step Training.

Developed for all skill *levels.*

TRAINING

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Learn the Basics for Achieving Successful Social Media for Your Farm and Business.

This 4-part social media training series focuses on building confidence, providing practical skills, and showing you how simple changes can make a big difference. Designed for busy producers, the course will help you set clear goals, create awesome content, connect with customers, and track your progress—all in an easy-to-follow format.

Session 1: February 27, 2025, 7:00pm–8:00pm

- **Getting Started with Social Media**
 - What social media is and why it matters for your business/operation
 - Easy tips for making your profile look professional and trustworthy
- **Setting Goals and Making a Plan**
 - Deciding what you want to achieve with social media (e.g., selling products, connecting with customers, or sharing your story)
 - Simple ways to set goals, like gaining followers or increasing engagement
 - How to plan your posts to stay on track without stress

Session 2: March 6, 2025, 7:00pm–8:00pm

- **Taking and Sharing Great Photos, Videos & Posts**
 - How to find and use trends
 - How to take good pictures and videos with your phone
 - Writing simple captions that grab attention
 - Posting tips: when and how often to share

Session 3: March 13, 2025, 7:00pm–8:00pm

- **Connecting with Customers Online**
 - How to respond to questions and comments
 - Building trust by sharing your farm story
 - Easy ways to stay connected with your followers

Session 4: March 20, 2025, 7:00pm–8:00pm

- **Making Sure It's Working for You**
 - How to see what posts people like the most
 - Quick tips for improving your reach
 - Staying consistent without spending too much time
 - Bonus Trends and Tools to stand out in 2025

Cost: \$320+tx per person

Register by February 24th: Patty.Smith@agsocial.ca