



A Day in the Life of a Farmer: As Seen On Social Media

Webinar series presented by Sonoma County Farm Bureau and American AgCredit

Speaker Kerry Rego @kregobiz

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More ideas

Do one thing at a time

The brain is a sequential processor, unable to pay attention to two things at the same time. Businesses and schools praise multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone during the day—turn off your email, phone, and social-media sites—and see whether you get more done. If you have trouble untangling yourself, download software that blocks your access to certain websites for a certain amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who said they got bored in 10-minute lectures into a mediocre lecture? The 10-minute rule, which I've used and have known for many years, provides a guide to creating presentations people can pay attention to. Here's the model I developed for giving a lecture, for which I was named the Hoechst Marion Roussel Teacher of the Year (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be organized in segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always general, and always explainable in one minute. The brain likes meaning before detail, and the brain likes hierarchy. Start with general concepts naturally leads to explaining information in hierarchical fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily traced back to the general concept with minimal intellectual effort. I would regularly pause to explicitly explain the link. This is like allowing the guests to talk between stuffings. In addition to walking through the lecture plan at the beginning of the class, I sprinkled liberal repetitions of "here we are" throughout the hour.

This prevents the audience from trying to multitask. If the instructor pauses regularly without telling the audience where the next segment is, the audience is left to the instructor and attempt to guess the next segment. The result of trying to drive while talking on the phone is that the audience is unable to pay attention to ANY two things at the same time. This will cause listeners a series of millisecond delays throughout the presentation. After 10 minutes had elapsed, I had to ask myself the most important question: Why did I construct my lecture this way? I knew that if my lecture had only about 600 seconds to be heard, I would have to be heard—the next hour would be useless. And I knew that I would have to do something after the 601st second to "buy" another 10 minutes.

Build the hook

After the first 10 minutes, the audience's attention is getting ready to plummet to near zero. If something isn't done quickly, the students will end up in successively losing bouts of an effort to stay within the lecture. What do they need? Not more information of the same type. Not more completely irrelevant cue that breaks them from their train of thought, making the information stream seem disjointed, unorganized, and patronizing. They need something so compelling that they blast through the 10-minute barrier—something

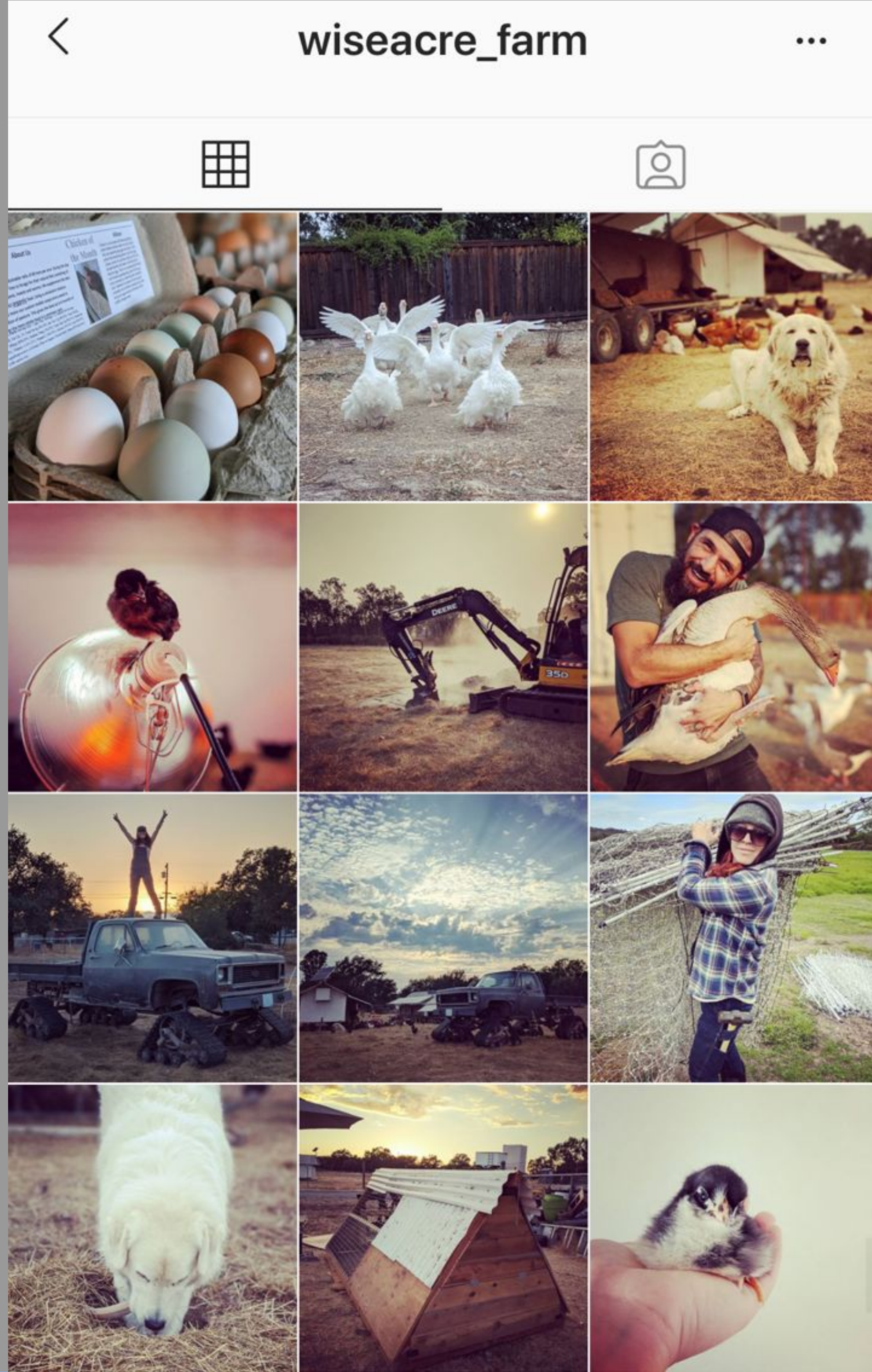


wiseacre_farm Efficiency happens on a farm with proper equipment. Clothing is easily overlooked, so many folks go straight to tractors and tools but man did things get easier for me when I started dressing properly for this job. My [@dovetailworkwear](#) Mavens are the only work wear pants I have found that can hold the 4 pound hammer we use to drive the fence posts in the ground during the dry season. 🙌

Tomorrow I'm hosting [#farmgearweek](#) AND doing an IG takeover for [@dovetailworkwear](#). For Dovetail I will be sharing a basic day in the life of a chicken farmer and for [#farmgearweek](#) I will be covering our monster truck, fodder system, custom chicken coops as well as touch a little on the vending machine!

But today it's all about fodder and sourdough with Ash [@turner.farm](#) she is definitely one to check out and her fodder system does the same thing as ours (sprout barely!) but is a totally different set-up from what he have here.

[#farmgearweek2020](#) co-hosts



- Personable, relatable
- Helps build a relationship
- Shows love for work
- Daily tasks of agriculture
- Shows environment, nature
- People want to get back to the land

https://www.instagram.com/wiseacre_farm



Pisoni Family Vineyards

February 18 · 🌐



Almost twenty years after the first vintage, today we release the 2018 Lucia wines. For us, Lucia has always represented an exploration of vineyard sites and winemaking, beyond what our family has made under the singular Pisoni Estate label. Lucia is our expression of three varieties across three vineyards (and many separate blocks) in the Highlands.



PISONINOTES.COM

The Lucia 2018 Vintage Journey Through the Santa Lucia Highlands - Farmers. Winemakers. Family.

- Telling the (his)story of the brand
- Generational connections
- Geographical placement
- Explain mission, vision, values, purpose

<https://www.facebook.com/PisoniFamilyVineyards>



**Did you know:
Honeybees need rest
too! Scientists have
found that honeybees
sleep 5-8 hours per
day**

- Educates the public
- Supports industry objectives
- Highlights obstacles
- Puts product/service in its place in the food cycle

<https://www.pinterest.com/savannahbeeco/just-bee/>



Lonely Pines Farm @LonelyPinesFarm · Sep 11

Did you know that [#chickens](#) need constant access to slow-dissolving [#calcium](#), so their bodies can create strong [#eggshells](#)? This can be [#oyster](#) shells - like we're using here - or you can feed them back their own ground-up eggshells! How resourceful!



0:24 15 views



- Offers the opportunity to counter message
- Familiarize a tough conversation
- Show what's happening
- Use video!

<https://twitter.com/lonelypinesfarm>



- Be in the moment
- Be honest and real
- Show us your view
- Your audience wants to help
- Builds stronger bonds
- Community focus
- Talk about how they can help you
- Share resources

<https://www.instagram.com/clover.sonoma>

Planning



Simple - sticky notes



Intermediate - paper calendar



Adv. - Digital Management







Thank You for Having Me!



Social Media Trainer

Author & Speaker



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