**Module 4**

**Prepare to Tell Your Story**

**10 Tips for Farm Social Media**

From Clemson University, this guide provides practical tips and concepts on using social media to promote your agricultural business.

<https://lgpress.clemson.edu/publication/10-tips-for-farm-social-media/>

**Active/Passive Voice Worksheet**

Using active language will help you tell your story in a compelling way. Practice using active and passive language choices using this worksheet.

<https://englishforeveryone.org/PDFs/Active%20-%20Passive%20Voice.pdf>

**Center for Story-Based Strategy: Tools and Resources**

Center for Story-Based strategies has a wide range of creative resources to support storytelling. In particular, the downloadable “Story-based Strategy 101 is a document that walks users through steps to deepen the impact of their stories. Browse their resources with this link.

<https://www.storybasedstrategy.org/tools-and-resources>

**Farm Branding: Selling Your Products Through Story**

This resource by ATTRA walks farmers through the components of good storytelling for marketing products. Sections include Selling Your Story, How to Craft a Story, Creating a Farm Brand, Understanding Audience, and Storytelling Tools. Additional resources are available at the end of the article.

<https://attra.ncat.org/htmlpub/farm-branding-selling-your-products-through-story/>

**Community Toolbox: Communications to Promote Interest**

This toolbox of resources includes readings, videos, checklists, and examples that support different types of communication channels including writing a press release, creating a website or brochure, developing creative promotions and other common communication considerations.

<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>

**How to improve communication across generations at work**

This blog provides resources on communication preferences, challenges, and improvements to communication between various generations.

<https://pumble.com/blog/improve-communication-across-generations-at-work/>