

We've got a plan for Producing Prosperity in Ontario

Producing Prosperity in Ontario Election Campaign – Social Media Plan

The Ontario Federation of Agriculture (OFA) will be utilizing our social media platforms (Twitter, Facebook and Instagram) to spread the key messages of our Producing Prosperity in Ontario campaign and encourage all political candidates to make agriculture and our rural communities a priority for the next provincial government.

We encourage all OFA Board of Directors, Policy Advisory Council (PAC) members, County Federation representatives and OFA staff to act as brand ambassadors throughout the election and help us promote the need for distributing economic development opportunities across the province.

We will also be encouraging members to send a letter to provincial candidates in their riding using OFA's Act Now website – actnow.ofa.on.ca. The Act Now site is an additional advocacy tool we will be using to engage with candidates on the topic of Producing Prosperity.

We have provided sample posts for the campaign that can be used on social media. The messages are organized by social media platform. Sample posts contain general Producing Prosperity messages with the call to action being a link to producingprosperity.ca to learn more. Additional posts contain actnow.ofa.on.ca as the call to action encouraging members to send a letter to provincial candidates. The Act Now website will be activated when all candidates are named, or the election writ is dropped, whichever comes first.

Please use the hashtag **#producingprosperity** for all election campaign posts on social media.

In addition to sample posts, we have also provided a list of protocols for engaging on social media throughout the election campaign.



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Election Campaign Social Media Protocol

OFA's provincial election campaign – Producing Prosperity in Ontario – is focused on the need for greater investment in Ontario's agri-food sector and rural communities as an effective strategy to deliver economic growth and prosperity for all Ontarians.

- Use social media as an advocacy tool. Spread the messages of our Producing Prosperity in Ontario campaign to ensure that agriculture and our rural communities are a priority for the next provincial government
 - Use social media as a platform for supporting our Producing Prosperity campaign and engaging with candidates on the importance of investing in our agri-food sector and rural communities
 - Encourage provincial candidates in your riding to visit producingprosperity.ca and learn more about the priorities for Producing Prosperity in Ontario
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- As an organization, OFA is impartial and **does not** directly support or endorse any one political party or candidate
 - Be mindful of how your actions, messaging and behaviour are reflecting on OFA's reputation
 - OFA's focus is on the key elements of Producing Prosperity in Ontario and personal political opinions or views should not be included with Producing Prosperity messages on social media
 - As an OFA representative, be respectful and considerate when engaging in conversation and sharing Producing Prosperity messages
 - Do not engage with political candidates on any social media platform that implies you support or oppose that party or individual



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- Be respectful and cognizant of all political candidates in your riding and share the messages of Producing Prosperity equally
- Do not show favouritism to any political candidate or party
- Any engagement on social media, including a retweet, like or share from an election candidate could be viewed or interpreted as support or an endorsement of that message
- Do not say or post anything that could be perceived as confrontational, arrogant, libelous, unprofessional or slanderous towards a political candidate or party
- Do not post statements of opinion contradictory to OFA policies or positions that may be perceived as official OFA communications

Social Media Messages

Twitter

General Producing Prosperity Tweets

Infrastructure investments in Ontario's rural communities will grow existing businesses, attract new companies and boost opportunities for regional economic development <http://producingprosperity.ca> [#producingprosperity](#) [#electionpriority](#)

Rural communities need sound infrastructure investments to remain competitive in Ontario – investing in broadband, roads & bridges, natural gas, rural schools and health care <http://producingprosperity.ca> [#producingprosperity](#) [#electionpriority](#)

Investing in Ontario's agri-food sector and our rural communities can boost economic growth and prosperity for all Ontarians <http://producingprosperity.ca> [#producingprosperity](#) [#electionpriority](#) [#economicgrowth](#)



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In rural Ontario, farms, businesses and communities are struggling to stay competitive and sustainable – let's spread the economic opportunities around the province <http://producingprosperity.ca>
#producingprosperity #electionpriority #economicgrowth #ruralon

158,000 jobs are generated by Ontario's farm sector – it's time to invest in Ontario's agri-food sector & rural communities to deliver economic growth and prosperity for all Ontarians <http://producingprosperity.ca>
#producingprosperity #electionpriority #ontag

Facebook

General Producing Prosperity Posts

New investments in Ontario's rural communities will grow existing businesses, attract new companies and boost opportunities for regional economic development. Learn more at <http://producingprosperity.ca>.

Ontario's agri-food sector is a leading economic engine for the province and needs stronger infrastructure support. Find out more at <http://producingprosperity.ca>.

Distributing economic development opportunities across Ontario is the solution to ongoing challenges facing rural and urban communities – let's spread economic investments around the province. Learn more at <http://producingprosperity.ca>.

Vibrant rural communities need sound infrastructure to remain competitive – that means an investment in natural gas, roads & bridges, reliable internet, rural schools and medical care. Find out more at <http://producingprosperity.ca>.



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Twitter Act Now Tweets

**Please do not post Act Now messages until the start of the election period*

OFA is asking Ontarians to vote for candidates who will spread economic investments around the province to boost the economy for Ontarians in urban and rural areas. Send a letter to your candidates at

actnow.ofa.on.ca [#producingprosperity](#) [#electionpriority](#)

Smart strategic investments in rural communities and Ontario's agri-food sector can make a difference for all Ontarians. Tell your local candidates to make [#ProducingProsperity](#) a priority using actnow.ofa.on.ca [#electionpriority](#) [#ontag](#)

Facebook Act Now Posts

**Please do not post Act Now messages until the start of the election period*

OFA's Producing Prosperity in Ontario campaign calls for greater investment in Ontario's agri-food sector and rural communities as an effective strategy to deliver economic growth and prosperity for all Ontarians. Send a letter to your election candidates at actnow.ofa.on.ca.

In rural Ontario, farms, businesses and communities are struggling to stay competitive and sustainable – let's spread the economic opportunities around the province. Send a letter to your local candidates at actnow.ofa.on.ca.



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