



My 2021 Energy Fellow Experience

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The Agricultural Energy Grant Program

- The goals of outreach, education and application support
- How do you maintain maximum outreach?



Video Profiles

- Currently have two video profiles for the program
- Both have gone through our grant program
 - **Legends Creek**
 - **Verde Vineyards**
 - Do research on awardee and their farm/operation.
 - Coordinate shooting time and place
 - Compile script of informing questions to form a story
 - Help set up sound and lighting
 - Perform interview
 - <https://www.youtube.com/watch=KGgy1RyWlg&t=2s>



OER For Farmers Webpage



Did overhaul of the "For Farmers" OER webpage



Completely redesigned to be concise, easy on the eye and simple to navigate



Addition of Airtable of awardees, embedded video profiles, social media links and infographic on program history

Social Media

Instagram

- Used to engage with followers and answer questions
- Current followers: 245
- Gained 56 followers
 - Majority of them were RI farms
 - These make up 22.86% of our following
- Demographics
 - Age range: 25-54
 - 68.6% are women
 - Most active between 6AM-6PM
- Average reach about 39 profiles
 - Posting times by engagement
 - Noon: 47.5
 - 2 PM: 32
 - 3 PM: 43
 - 5-6 PM: 51 (Only two posts)



All Rhode Island Farms Database

- Gathered information on RI farms to better engage with the Ag community through multiple communication channels
- Has contact info, addresses, farm type and more
- Created a database that will eventually have information on every RI farm
- Currently have gathered data on over 600 farms in RI
 - From Farm Fresh RI, social media, online databases, community masterplans
- Shareable and private versions

- **Seven 2021 applications!**
- **\$137,876 to be awarded!**



Recommendations

Moving Forward

- **Focus on Instagram** following and engagement
 - Continue Facebook but be aware of the cost and benefits
- **Utilize database**
 - Build a larger email contact list for Constant Contact
 - Map farms via GIS to show various attributes such as
 - Where most farms are concentrated
 - What areas have gone through the program
 - Are there any areas we should focus on if they aren't being reached?
 - By type of farm
 - Popularity of solar in concentration areas
 - Survey?
- **Continue Video Profiles**
 - Great way to reach more people and share benefits of program