

Communications 101: An Effective Toolkit for Members

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Every farm has a story.

Grew up as the sixth-generation on our family apple farm.

Promoting apples was a vocation, passed from generation to generation.

Storytelling is vital to the success of a brand because of the connection building power.

“People don’t buy what you do, they buy why you do it”. –Simon Sinek

Tell the story of your farm, connect with consumers, and use some of these tools along the way.



The Purpose



Our goal was to offer our members a set of tools filled with best practices resources to guide industry communications.



This toolkit is designed for members who are operating B2C operations that would benefit from having communication tools at their fingertips.



Perfect for farm markets, midsize orchards, and roadside stands.





The screenshot shows the USApple website interface. At the top left is the USApple logo. To the right is a green button labeled "Member Logout" with a lock icon. Below the logo is a red navigation bar with the following menu items: "Member Home", "Events", "Resources", "Communications Toolkit", "Production Utilization Analysis", and "Market News". The main content area features a large image of a wooden crate filled with red and green apples. Overlaid on the left side of the image is a white box with the text "Webinars" in small letters at the top left and "Communications Toolkit" in large, bold, red font in the center.

- Social Media Tips & Tricks
- Health Benefits Summary
- Social Media Photo Guidelines
- Crisis Plan Steps
- USApple “How-To Canva” Postcard
- Standard Press Release Template
- Event Media Alert Template
- Backgrounders

Social Media

Tips + Tricks

Each social media platform is different.

The member toolkit helps you decide what is best for your business and how to use it to your advantage.



Facebook

I like apples.



TikTok

I dance & sing with my apple.



Twitter

I'm eating a delicious #apple.



Snapchat

Short video of me eating my apple with a filter.



Instagram

Here's a photo of my apple.



LinkedIn

My skills include eating apples.



Pinterest

Here is what I can make with apples.



YouTube

I'm watching apple videos.



Social Media Photo Guidelines

This guide can help you capture great images for your brand, using just your smart phone.

1. Look for good lighting
2. Know when (not) to use flash
3. Don't zoom. Ever.
4. Clean that lens!
5. Don't forget composition.

Lighting

no matter where you're taking photos, and no matter what camera you're using, the first thing you should do is look around you and look at where the natural light is coming from. Avoid harsh lighting that produces shadows on the face of the subject.



No Flash

Unless there's no other option for light, you should usually avoid using your phone's flash. While newer phones have color-balanced flashes that do a pretty good job, using existing light almost always a better option.



Don't Zoom

While some smart phones do have an optical zoom function, the majority of them don't. You can do this yourself later while you're editing the photos so you don't lose valuable resolution.



Clean Lens

You might think this is obvious, but really. Oil smudges or a lint buildup will affect your photo quality, so check it every



Health Benefits Summary

Breakdown of the promising research studies that show linkage between the following:

- Weight Loss
- Brain Health
- Cancer
- Metabolic Syndrome
- Antioxidants
- Heart Health
- Immunity
- Gut Health



Apples as medicine is a powerful storyline to share with consumers. It's a message that resonates and needs to be amplified!



Crisis Plan

In the event of a critical incidence, we’ve created some helpful procedures to implement immediately or within the first 48 hours of a crisis.

Not all apply to each business but there are items to consider, no matter the size of your operation.

The checklist offers a simplified SOP checklist, in the event of an incident.

MASTER ASSIGNMENT CHECKLIST

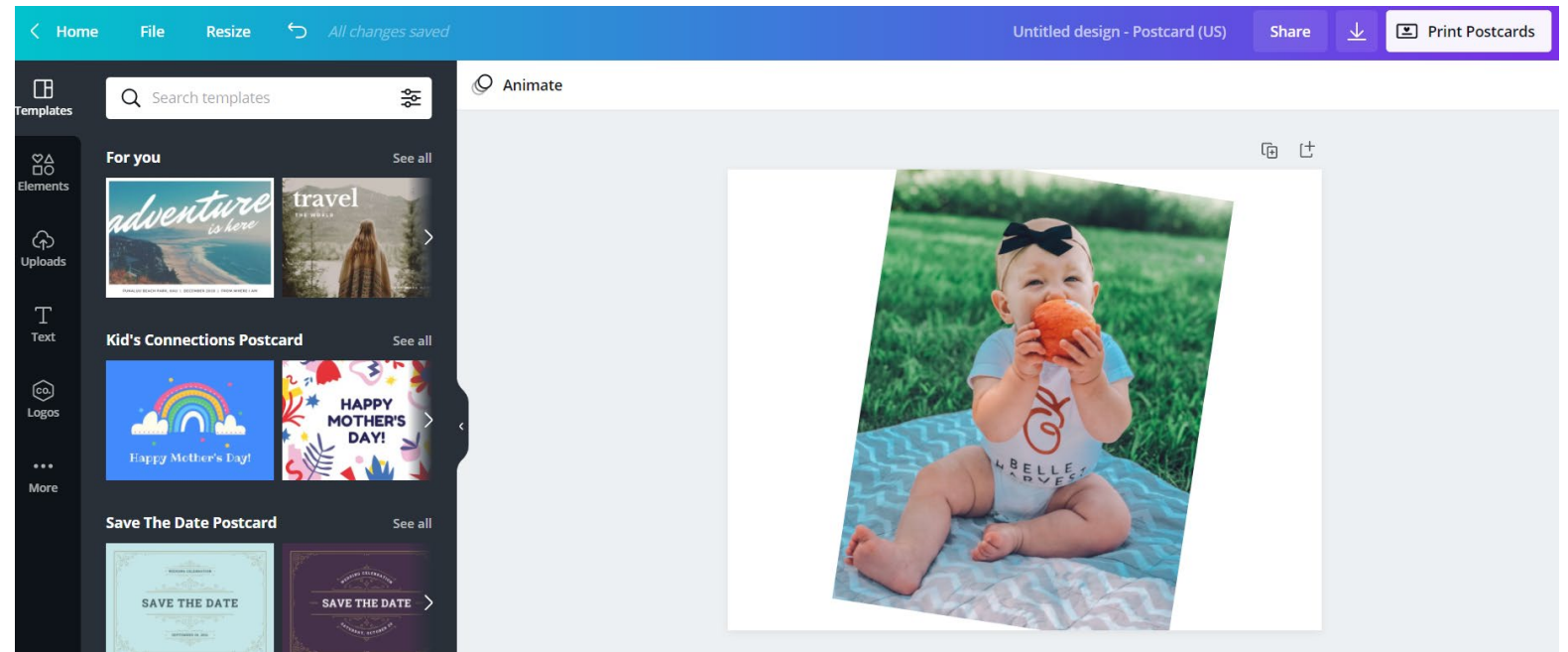
LEADERSHIP (Command and Control)	
Assigned to:	
Tasks	Done
Meet with crisis management team, assess situation, determine if crisis response required	
Bring in needed resources (human, technical, and other supplies). Activate added personnel, consultants, or outside counsel	
Designate communications team and brief them on event, advise on what can be communicated now, delegate assignments	
Conference call with board officers to advise on what activities are being done and time it's anticipated that USApple will release information in accordance with organization's role in the response	
Make telephone contact with governmental agencies involved to learn what communication they are planning, coordinate response and timing of release of information	
Line up outside spokesperson(s), if required. USApple will need them to be available to media at all times and will brief them on messages prior to speaking with media. Provide background material to get them up to speed.	
Prepare message development team, review and approve materials for release	
Determine operational hours/days for the communications team throughout the crisis response. <ul style="list-style-type: none"> ▪ Reassess after 12 hours ▪ Reassess after 24 hours ▪ Reassess after 36 hours ▪ Reassess after 48 hours 	
Update staff, board, decision-making team, other parties several times during the first 48 hours	



Helpful How-To

For apple businesses of any size and scale, user-friendly design tools like Canva help you produce polished marketing pieces easily and cost-effectively.

Our step-by-step guide will help you create an account, along with a customer postcard to begin promoting your business.



Press Release & Event Media Alert Templates

- Share a media release or event alert quickly with our plug and play templates.



STANDARD PRESS RELEASE

CONTACT INFORMATION:

[Company Name]

[Contact Name]

[Phone Number]

[Email Address]

RELEASE DATE:

[Date]

[MAIN PRESS RELEASE HEADLINE {*ALL CAPS*}]

*[Optional Subhead {*Title Case / Italicized*}]*

Dateline: [CITY, STATE, Month Date] — **Lead:** [Briefly and explicitly state the information you need to share. Include who, what, when, where, why and how and lead with the most important information.]

Backgrounders

Utilize the 12 backgrounder guides that provide in-depth industry information to help drive your communications.

- Agriculture Labor
- Listeria
- Apples & Wax
- Apple Storage
- Apple Stages: From tree to grocery store
- Pesticide Data Program
- Apple Juice & Arsenic
- Annual “Dirty Dozen” List



grounder



Apple Stages: From the Tree to the Grocery Store

BACKGROUNDS



Apples and Wax Backgrounder

Member Home

Events

Resources

Communications Toolkit

Production Utilization Analysis

Market News

1

Visit the homepage for
www.usapple.com

2

Access the member login

3

Enter your login credentials

4

Click on “Communications Toolkit” to access all the resources



Thank you.

[#AppleOutlook2021](#)

usapple.org