



Growing Resources
Cultivating Success

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2021 Social Media Reporters Request for Applications

Contract Key Elements:

- Position: Colorado Produce Social Media Field Reporter (3-5 positions)
- Status: seasonal, contract, part-time, no benefits
- Performance period: May-Oct 2020, 2021
- Ability to post in both English and Spanish a plus
- Compensation: \$500-1,500 for season, including travel or other expenses
- Deadline to submit application: May 5 or until all positions are filled

Contractor Expectations:

- Have own transportation
- Be able to be outdoors in farming environment and to be safe around farm equipment; willing to sign an agreement to indemnify CFVGA and the farms visited from any injury to contractor
- Consistently post throughout the busiest Colorado produce season timeframe (May-Oct).
- Expectation is 40-100 posts total with video posts and stories counting more to account for the added time to produce stories and videos as compared with single shot posts.
- Upload post images and videos to CFVGA's Dropbox folder for CFVGA unrestricted use
- Posts of produce need to be in schedule with the Colorado produce calendar <https://coloradoproduce.org/produce-directory/>
- Along with supervisor, regularly check performance of posts and respond to comments
- Contact produce farms (CFVGA will provide list of member farms and make introductions) to arrange to photograph farm, people, produce, etc. on-farm for creation of social posts
- Focus should be on featuring farms, with farmers markets and other retailers featured as well
- Comply with requests and requirements of individual farms for social posts/photography
- Meet monthly (remotely) and additionally if needed with supervisor to discuss status of program and future plans
- Be a promoter of Colorado produce growers in general, pointing out features of farms but not favoring or predominantly featuring any size or type of production
- At conclusion of project, produce a final report with total number of posts by farm, noting produce featured and including any metrics collected (most & least popular posts, recommendations based on metrics, etc.)

Supervision:

Primary supervisor will be CFVGA's Executive Director Marilyn Bay Drake

To apply:

To apply, please email a letter of interest by May 5 to ensure consideration. Later applications will be considered if positions not filled. Use subject line Social Media Field Reporter Application to admin@coloradoproduce.org, including the following:

- Why you are interested in this position
- How you might creatively promote Colorado produce and produce farms through Instagram & Facebook
- Your experience posting on these platforms
- Examples of or links to your posts and photography
- Knowledge of farming practices/food/farms
- Geographic regions you prefer and could cover (northern Colorado, Denver Metro, eastern Colorado, Arkansas Valley, San Luis Valley, Tri-River)
- Your commitment to duration of project or months available as agreed with CFVGA