



Growing Resources  
Cultivating Success

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<https://coloradoproduce.org>

## 2023 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
- 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 weekly posts compensated as follows: \$50 per farm visit/\$30 per market/restaurant/other retailer visit when a minimum of 10 photos and/or short videos are uploaded to CFVGA's Dropbox
  - \$15 per post per channel to Instagram, Facebook, TikTok and/or LinkedIn that includes multiple photos and/or short, unedited videos or for a 24-hour story with detailed caption
  - \$30 per edited video post 30 second or longer, including interviews, to Instagram, Facebook and/or TikTok
- Upload post images and videos to CFVGA's Dropbox folder (link to be provided) prior to payment 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
- No more frequently than monthly, invoice CFVGA for posting on provided Excel invoice template, which will include produce featured and metrics on posts

### 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 [admin@coloradoproduce.org](mailto:admin@coloradoproduce.org) outlining your qualifications and reason for wanting the position. Applications after May 5 will be considered if positions are not filled prior to that.