

WEEK 6



SHARE YOUR SUCCESS

TELL YOUR STORY

This week's "workout" is designed to help you be transparent on social media, while sharing your stories, successes and general information about the industry.

WEEKLY EXERCISE

Tell your story by posting a short video and/or photos of tasks on the farm or at the ranch. Anything that shines light on our industry. Some examples would be turning out cattle, gathering cattle for health checks or prepping for a sale.

QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Post a short video and/or photos of farm/ranch tasks to social media.
- Facebook Live a video of farm/ranch tasks.

**Send all screenshots/photos to outreach@hereford.org

EXTRAS

Looking for an extra challenge? You can purchase inexpensive tools for your phone to help enhance footage (mic and flash attachments, flexible tri-pods). Try to use the "story" feature on your social media profiles to share more behind-the-scenes videos.

Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 2 | Sept. 9-15

Buff Up Your Brand

Do the small things to improve your brand image

Week 3 | Sept. 16-22

Flexing Our Muscles

Band together to promote the Hereford breed

Week 4 | Sept. 23-Sept. 29

Beef Up the Brand

Promote the Certified Hereford Beef® brand in your local area

Week 5 | Sept. 30-Oct. 4

Build Your Endurance

Customer service is the best way to ensure long-term success

Week 7 | Oct. 14-20

Sustain Your Progress

Create a long-term plan to maintain your new habits

Week 8 | Oct. 21

Open Gym

Stretch your limits and play to your strengths

