



Promotion Tips: Using the Partner Tools

Thank you for your assistance in spreading the word about the upcoming Census of Agriculture. Our hope is that you'll incorporate census information in both your internal and external communications so that everyone – your staff, stakeholders, etc. – can become a champion of this significant endeavor over the next few months.

Current Partner Tools can be found at www.agcensus.usda.gov/Partners. Check back every few weeks for new and updated products.

Consider using census information/tools...

- **In letters/emails to your staff, stakeholders, and others** – Include census information and the link www.agcensus.usda.gov for more information. Include a link, banner, or button in your email signature, connecting your audience to www.agcensus.usda.gov.
- **On your website** – Use the web banners, buttons, and ads available on the Partner Tools web page. If you need a custom size, call (202) 690-8123.
- **On social media** – Follow NASS Twitter (@usda_nass) and USDA Facebook to retweet and share our Census of Agriculture posts. Use an ad or the census logo with a few FAQs about the upcoming Census of Agriculture. Include census information in a blog.
- **In a publication** – Use one of the print ads and/or ask us to write something for your newsletter, magazine, etc. Publish our census press releases (available at www.agcensus.usda.gov/Newsroom).
- **In a speech, briefing, or media interview** – Include a short or longer census mention, drawing on the Pocket Card of talking points or the PowerPoint presentation.
- **On hand** – Keep census brochures, rack cards and flyers on hand – you can print them yourself or we can send you some! We also have posters.