



Becca & Lizzie

The Power of Social Media

MGA Conference

Becca Wilson and Lizzie McLaughlin





Two different
backgrounds,
one shared
purpose



About Me

Becca Wilson

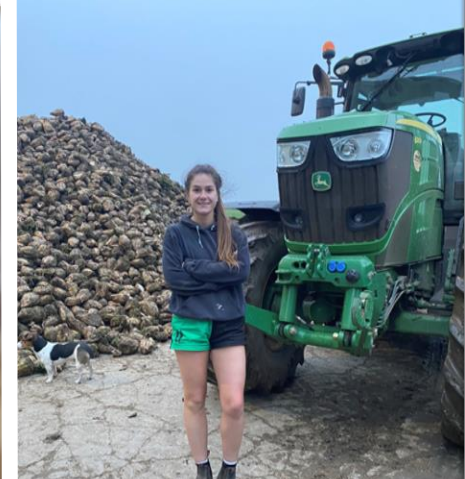
- 5th generation farmer
- Farming side of the duo
- Cambridge University & RAU
- Surveyor and project manager roles
- NSA committee involvement
- Instagram

Becca and Lizzie



The Farm

- 600 acres
- 3 separate blocks
- Light sandy loams to heavy clay
- Mixed sheep and arable
- Long rotation & strip till
- Helix initiative – knowledge sharing



About Me

Lizzie McLaughlin

- Non-farming background
- Women in Ag Scotland Committee 2020
- Head of Commercial Content Solutions at Agriconnect
- Yellow Wellies Ambassador
- Femme Country Magazine Columnist
- Instagram



My work

- Work with businesses to create content
- Lead on projects such as Farm24 and FarmingCAN to showcase the best of British Agriculture
- Use different mediums from print, events, social media, video to online digital platforms





Swapping the shoes





... and learning from one another

- What are the cheese wheels?
- How do you post on Instagram?
- How does a consumer see the agricultural industry?
- How do farmers portray the agricultural industry?





Creating a podcast...

...for farmers and consumers

- With these questions in mind, we created a podcast:
- Bridging the gap
- Asking the questions
- Finding your USP
- Education
- Careers
- Support British Farming



A recurring theme on the podcast?

- Unique challenges faced by those living and working in agriculture and rural communities – mental health crisis
- 95% of farmers under 40 think that mental health is the biggest hidden challenge facing our industry
- Worked closely with Yellow Wellies
- News appearances to raise awareness
- Using the reach from social media....



‘How do you feel out of ten?’

- Reel shared across Instagram, TikTok and X
- Featuring well-known farming faces
- Prompting conversations to encourage people to explore how they are really feeling
- 145k views and growing
- Video shared by the likes of Cumbria Rural Police





The importance of alignment

...with our sponsor

- Howden Rural
- Bespoke rural insurance packages
- Social media presence
- Community blog
- Aligned aims
- Supporting British farmers and raising the profile of our industry



Using social media

Becca and Lizzie

lizziemuddyheelsmac

595 posts 11 k followers 481 following

Lizzie McLaughlin
Award winning Podcaster & Presenter
@becca.and.lizzie
Townie -> Countryside
Mental Health Ambassador
linktr.ee/lizziemuddyheelsmac

Followed by charlotteashleyfarm, becca.and.lizzie and 161 others

Following Message Email +

Mental Heal... On Farm Events Interviews Willow

rebeccawilson722

566 posts 38.8 k followers 758 following

Rebecca Wilson
5th gen farmer
YouTube: Becca Farms
@becca.and.lizzie
Uni of Cambridge & RAU Grad
linktr.ee/beccafarms

Followed by _howdenrural, cowleyhillfarm and 140 others

Following Message Email +

Farming XVIII B&L II Highfield Farming XVII Farming Q

becca.and.lizzie

917 posts 9,527 followers 271 following

Becca & Lizzie
Food, Farming & the Countryside
Award winning podcasters & presenters
Hosted by @rebeccawilson722... more
linktr.ee/beccaandlizzie

Followed by jazzlyster, charlotteashleyfarm and 267 others

Following Message Email +

Series 2 Reviews Series 1 Christmas WOTW

95% of farmers

Yellow Wellies #MindYourHead Special

How are you feeling out of ten?



3 profiles with a combined following of almost 60k



Set us apart as a product



Connect with wider and more varied audiences



Utilising in built platforms e.g. Linktree





How do
we do it?



The PICTURE



The CAPTION

rebeccawilson722 You don't usually have time to step back and take a moment to be proud in farming but today I did just that!

The lamb in this picture was turned out from this little pen into the big shed with all the other ewes and lambs.

This isn't usually a big deal as it's the natural progression to move the ewe and lamb(s) once they are bonded and we are happy the lamb is thriving. However, in this case, it was a proud moment!

The backstory... This ewe was expecting a single lamb and unfortunately it didn't survive. She's a lovely ewe and had plenty of milk so I was really keen to try and find her a lamb to foster on. I decided to try and foster on a lamb from a set of twins that had already been born on the farm but I felt the ewe maybe didn't have enough milk to feed two lambs.

If it succeeded, it would be the most positive outcome we could hope for in the situation, but sometimes a ewe doesn't take to a fostered lamb. One of the best ways to try and make it work is by skinning her lamb which didn't make it and putting the skin on the fostered lamb, effectively giving it a jacket which looks and smells like the old lamb, helping the ewe to accept it. You can see the lamb with the skin on in this picture.

This is the first time I had needed to skin a lamb and it was definitely a bit daunting but I knew it gave us the best hope... so I phoned a friend to talk me through the process. Fast forward to now and we have a thriving ewe and lamb!

[#lambing](#) [#fosterlamb](#) [#lambingseason](#)
[#lambing2024](#) [#farmer](#) [#farming](#)
[#britishfarming](#) [#britishagriculture](#)
[#farmlife](#) [#yorkshirefarm](#) [#dayinthelife](#)
[#dayinthelifeofafarmer](#)

The MESSAGE

- Farmers care
- Welfare is key
- There are ups and downs



The PICTURE



Becca and Lizzie

The CAPTION

lizziemuddyheelsmac Filling the hay racks 🐑

A snap from last weekend on farm with @rebeccawilson722 💕

Looking far too proud of the fact that I managed to move the rack on my own and fill up for the sheep.

Lessons I learned:

- 👉 Manual labour isn't easy
- ✅ Unrolling hay is much quicker than pulling it apart
- ☀️ Hay is grass that is cut and dried over summer
- ❄️ Hay is used as winter feed for the sheep

And, don't forget, hay isn't the same as straw 😊

#farming #farmlife #hay #sheep #wellies

The MESSAGE

- No question is stupid
- Mythbusting
- Animal care/welfare





What happens if your sector raises more questions on social media...





EXAMPLE: Bridging the gap with dairy farming and the public

- Farmers on social media can be vulnerable to trolling and even extremists coming to the farm
- Highlight the positive messages, be honest
- If consumers think that farmers have something to hide, they will assume bad welfare and environmental practices etc.





Could you use a trusted person on social media?

- Someone with a following?
- Who is respected?
- Good engagement?
- An expert?



“

Our milk travels 42 meters to get either into your ice cream cone or into your glass bottle

”

NINA HILDRETH

@curlewfieldsdairies



Removing the smoke and mirrors

- Could you invite people to the farm e.g. Open Farm Sunday
- Sell produce direct, with a story and a real person behind the produce
- Go into a school and do a talk
- It may be as simple as having a chat with someone when you're out and about
- Be a guest on a podcast!!





The Dairy Daughter



@thedairydaughter



See all News



Dairy farmers launch social media fightback against vegan 'myths'

Younger consumers are increasingly turning to plant-based milks over concerns about the welfare of cattle and their calves



Amy's Account

... the highlights

- Happy cows
- Focus on grazing practices
- Staff welfare e.g. change to milking 10 in 14
- Vet involvement on farm
- Life beyond the farm



The future

- Speaking events
- Live events
- Continue weekly episodes
- Merchandise
- Continue with charity support/
collaborations
- New website
- Maintain the aims we started with





Becca & Lizzie

Thank you for listening!
Any questions?



@becca.and.lizzie



@rebeccawilson722



@lizziemuddyheelsmac