

Using video to build connections with providers.

This resource is an extension of the *Create a human support service directory* resource, but instead uses video content to help farmers meet local service providers in a warm, non-confrontational way. Video is an easy way to introduce people, and smart phone video capability is sophisticated enough to pull together compelling footage. There is simple video editing apps you can use to edit and insert frames to make video punchy and interesting to watch.

Identify who your local service providers are

Invite them to be interviewed by you.
Send them questions ahead of time before you film them.

Questions to ask

- What is your name?
- How long have you lived in the area?
- Have you farmed and if so, can you briefly tell your story?
- Can you give an example where you have been of excellent support to a farmer experiencing a challenging time with their mental wellbeing?
- What service can you offer farmers and their families?
- How can farmers or their families contact you?

Upload to social media

The accounts you might target are:

- Your own Suicide Prevention Group feed.
- Local community/region/town facebook/instagram pages.
- Local council social feeds.

Consider a posting cycle

It is a good practice to post videos often, as it will keep your engagement fresh. Establish a posting cycle, say once a week, bi-monthly or once a month. Your videos might use the same service provider to talk about different issues: for example, stress during a drought or a very wet season, busy harvesting seasons, Christmas time, a tragedy in the region or news events.
