

Social Media Ambassador Program – 2026 Farm Bureau YF&R Leadership Conference

The American Farm Bureau Federation® is recruiting ambassadors to showcase the energy and excitement of the 2026 Farm Bureau YF&R Leadership Conference occurring March 13-16, 2026, in Portland, Oregon.

About the Program:

- A team of five Collegiate Farm Bureau members creates and implements a promotional plan—highlighting the conference experience for various audiences, including the AFBF YF&R social media platforms.
- Ambassadors play an integral role in inspiring grassroots agricultural communities across the country to engage as members and leaders within Farm Bureau to create a stronger and more sustainable future for agriculture through social media marketing and content creation.

Program Benefits:

- Social media event coverage experience.
- Real-life application of college course content, including concrete skill development.
- Professional development with AFBF's social media team prior to the conference.
- Receive expense-paid conference registration, flight and hotel room and \$200 travel stipend.

Desired Qualifications:

- Should be an undergraduate Collegiate Farm Bureau member.
- Agriculture, Communications, Marketing, Journalism or related major preferred.
- Proficient in creating engaging photo and video social media content.
- Adaptable, creative and able to capture an interesting story from a mountain of content and thrive in a fast-paced environment.
- Collaborative, willing to learn from others and receive constructive feedback.

Duties include:

- Attend an orientation, training and planning meeting in early January (virtual).
- Develop and execute a social media plan for conference promotion utilizing (but not limited to) Facebook, Instagram and/or video.
- Organize live Story content for competitions, key events and entertainment.
- Collaborate with other ambassadors, AFBF staff and AFBF YF&R committee to curate cohesive media presence.
- Collaborate with the AFBF digital team to create conference carousels, Reels and other promotional content.
- Monitor conference hashtag to compile promotional content.
- Complete a brief review of ambassador experience to help AFBF make improvements.

Timeline:

- November 24: 12:00 PM (noon) EST - Application Deadline
- December 22: Finalized Class Announced
- January 20: Ambassadors Orientation
- January-February: Past Ambassadors Mentorship Meetings
- March 12-17: YF&R Leadership Conference (including on-site orientation and travel days)
- March 16: Conference Review Form Due

How to Apply: Interested candidates should complete the [online application](#), by **12:00 p.m. (noon) Eastern on Monday, November 24, 2025**, which includes application questions, a resume upload and showcasing social and/or video content.



Please email Maddie Dvorak with any questions regarding the SM Ambassador Program at mdvorak@fb.org.