

**FOR IMMEDIATE RELEASE**

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**Apply Now for Dairy Challenge Social Media Corps**

Madison, WI, October 8, 2014 – Calling all dairy communications students! The North American Intercollegiate Dairy Challenge (NAIDC) and Farm Credit are now recruiting for the 2014-2015 Dairy Challenge Social Media Corps. This unique opportunity allows students to gain real-world experience in developing their social media and communications skills.

Social Media Corps members will develop a content plan – including capturing photos and creating tweets and Facebook posts – and will help to manage the online conversation during the upcoming 2014-2015 Dairy Challenge events. Event dates and details are included below.

<b>Dairy Challenge Event</b>	<b>Date</b>	<b>Location</b>	<b>Deadline to apply for Social Media Corps</b>
Northeast Regional Dairy Challenge	November 13 – 15, 2014	Harrisburg, PA	October 15, 2014
Southern Regional Dairy Challenge	November 16 – 18, 2014	Salisbury, NC	October 15, 2014
Midwest Regional Dairy Challenge	February 11 – 13, 2015	Sioux Center, IA	January 15, 2015
Western Regional Dairy Challenge	February 26 – 28, 2015	Tulare, CA	January 15, 2015
National Dairy Challenge	April 9 – 11, 2015	Syracuse, NY	March 1, 2015

To prepare for this highly-visible assignment, Social Media Corps students will receive training from the Farm Credit National Communications Team focused on strategic social media program development and execution. The Social Media Corps will share their Dairy Challenge experiences and drive online conversation with both Dairy Challenge attendees and the broader online community.

Do you have what it takes to be a member of the 2014 Dairy Challenge Social Media Corps? We're looking for students who are:

- Available to attend one of the Dairy Challenge events in 2014-2015 and participate in the full event
- Passionate about social media and digital storytelling
- Looking to learn more about running a strategic social media program
- Knowledgeable about the dairy industry (not required, but it is a plus)

NAIDC will cover hotel and meal costs for Dairy Challenge Social Media Corps students while at the event and will also help to coordinate travel to the event where there is a participating team from the same college as the Social Media Corps student.

Apply today at <http://www.farmcreditnetwork.com/newsroom/blog/article/apply-now-for-dairy-challenge-social-media-corps>. Be sure to apply for the desired event by the deadline date listed in the table above.

To give yourself an edge over your competition in the selection process, we encourage you to show the judges your social media skills and make sure to use the Dairy Challenge hashtag, #DairyChallenge. Dairy Challenge Social Media Corps members will be notified within five days of the application deadline.

### ***About Dairy Challenge***

NAIDC is an innovative event for students in dairy programs at North American post-secondary institutions. Its mission is to develop tomorrow's dairy leaders and enhance progress of the dairy industry, by providing education, communication and networking among students, producers, and agribusiness and university personnel. Over its 13-year national history, Dairy Challenge has helped prepare more than 4,000 students for careers as farm owners and managers, consultants, researchers, veterinarians or other dairy professionals.

The 2015 national competition and Dairy Challenge Academy will be April 9-11 in Syracuse, NY. Four regional contests are held in late fall and winter; details are at [www.dairychallenge.org](http://www.dairychallenge.org)

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Attachment 1: Dairy Challenge logo

Attachment 2: Farm Credit logo