

UFU RALLY TO OVERTURN THE FAMILY FARM TAX MARKETING GUIDELINES



WHAT ARE THE CAMPAIGN OBJECTIVES?

The recent announcement by the UK government regarding changes to Agricultural Property Relief (APR) in the new budget has raised significant concerns within our industry.

In response, the Ulster Farmers' Union (UFU) will be hosting an overturn the family farm tax rally on Monday 18 November 2024, at the Eikon Exhibition Centre, Lisburn, starting at 7:30 pm.

This event is designed to highlight the potential impact of the proposed family farm tax on our members and provide the Northern Ireland (NI) agricultural industry a platform to engage with both the press and representatives from all NI political parties. We have also invited the Secretary of State and other key decision-makers to attend, underscoring the vital importance of this APR issue for NI agriculture as well as giving the NI agri-industry the opportunity to lobby your concerns and stand in strength together. The floor will be open to members to allow you to speak directly to their elected representatives and express your views.

MARKETING GUIDELINES

To maximise the events coverage, impact and reach, and to ensure we are all promoting the event and its objectives with consistent messaging, we kindly request that you follow our marketing guidelines below.

WHAT TO SHARE ON SOCIAL MEDIA?

SOCIAL MEDIA POSTS

To maximise impact and attendance of the UFU overturn the family farm tax rally we encourage you to share the below rally graphic posts. If you are attending, please also mention this in your post.

- [Facebook rally promotion](#)
- [Instagram rally promotion](#)
- [Twitter rally promotion](#)

FACEBOOK EVENT PAGE

Please share and click attending to our Facebook event page so we can spread the word and gauge a rough estimate of number of attendees: <https://fb.me/e/htWjYrqfA>

UFU PETITION

We also encourage our members to sign the UFU petition to help overturn the family farm tax. Participation can be done through this link: www.surveymonkey.com/r/UFUpetition. This petition will be hand delivered the next day (Tuesday 19 November) to the Secretary of States office by selected UFU representatives.

Additionally, we also urge members to support the National Farmers Union UK wide petition by completing this form: <https://www.campaigns.nfuonline.com/page/160300/petition/1?locale=en-GB>

- [Facebook petition promotion](#)
- [Instagram petition promotion](#)
- [Twitter petition promotion](#)

UFU SOCIAL MEDIA CHANNELS

When posting about the event please tag our social media channels to maximise the reach of this campaign:

- **Facebook:** UlsterFarmersUnion
- **Instagram:** ulster_farmers_union
- **X:** @UFUHQ
- **YouTube:** @UlsterFarmersUnion

WHAT SHOULD I POST ON SOCIAL MEDIA AT THE EVENT?

To maximise the petition and rally's coverage, impact and reach we would love for you to post content on your social media channels when at the event. Please remember to tag our social media handles (listed above). We encourage all attendees to be respectful when posting about this event.

IS THERE A HASHTAG FOR THE EVENT?

#UFUoverturnfamilyfarmtax

#UFU

#Budget

SOCIAL MEDIA IS A POWERFUL TOOL WHICH WILL HELP US PROMOTE THIS EVENT AND THE CAMPAIGN TO OVERTURN THE FAMILY FARM TAX.

TO ENSURE MAXIMUM IMPACT WE REQUEST THAT ALL SUPPORTERS USE IT IN A RESPECTFUL MANNER.

If you have any social media questions please contact Lynsay Beattie:
lhawkes@ufuhq.com