Higher Ed Social Media Post (CFAES)

- **Strategy:** Recruitment & Brand Storytelling
- **Objective:** Translate complex agricultural research into high-retention social content.
- **Post Copy:** I didn’t think I’d get emotionally attached to a story about cover crops—until I saw what our students are doing in the field.

  Across the College of Food, Agricultural, and Environmental Sciences, student researchers aren't waiting until graduation to tackle climate change. They’re in the field studying how soil stores carbon, how farmers can mitigate climate risk, and how modern agriculture can power sustainable communities.

  This is science rooted in service.

  #CFAES #ClimateAction #ScienceThatServes #OhioState #SustainableAg