



Individual Division

Overview:

The CAO individual division is designed to help you advocate for agriculture online. You will receive training from farmer influencers and industry professionals and engage with others about agriculture by posting on social media and completing weekly challenges. You will have the opportunity to discuss current and emerging issues facing farmers and ranchers and tell personal stories.

Awards available:

Social Media Award

To receive a CAO Social Media Award, students must be selected as one of the top five weekly social media posts by the mentor. **Each week, five students will receive a mini scholarship of \$100.**

Challenge Award

To receive a CAO Challenge Award, you must be selected as one of the top five weekly challenges by the mentor. **Each week, five students will receive a mini scholarship of \$100.**

Excellence Award

To receive the CAO Excellence Award, students must earn at least 1,000 points during the program period. The CAO Excellence Award winners will earn bragging rights and be awarded a completion badge for use on LinkedIn, resumes, and more!

Social Media Rock Star Award

To receive a CAO Social Media Rock Star Award, one student will be selected by the Animal Agriculture Alliance for creating the best overall social media post during the program. The Rock Star will earn bragging rights and be recognized in a press release issued by the Animal Agriculture Alliance.

Individual Scholarship Winners

To receive the CAO Individual Scholarship, students must earn the most points during the program. The top five students who earn the most points throughout the program will be recognized as the individual scholarship winners and will receive an overall scholarship award. If there is a tie, the Animal Agriculture Alliance team will determine which student is the winner based on how many challenge awards the students have earned during the program.

- 1st place: \$3,000
- 2nd place: \$2,000
- 3rd place: \$1,500
- 4th place: \$1,000
- 5th place: \$500

Top winners are invited to attend the [2027 Stakeholders Summit](#), set for May 5-7 in Arlington, VA., for national recognition.

Week 1: September 21-27***Due September 27 at 11:59 p.m. ET***

	Description	Points
Webinar:	Participate in the CAO kickoff event!	100
Challenge:	Create a video using Instagram or TikTok to share information about animal agriculture and/or food and post it on the social media platform of your choice.	100
Activity:	Learn more about animal care on dairy farms and how dairy cattle are able to reduce waste in landfills!	50
Social Media:	Create social media posts about dairy and/or dairy farming to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100
Activity: (optional)	Drop by our virtual office hours. This is an opportunity to ask Alliance staff anything about the CAO program to help you succeed. "Stop in" anytime during the scheduled office hours to ask your question(s).	Optional

Week 2: September 28-October 4***Due October 4 at 11:59 p.m. ET***

	Description	Points
Webinar:	Participate in a special webinar about effectively using Instagram!	100
Activity:	Learn more about "The Chicken Guarantees" and what sustainability means to chicken farmers!	50
Social Media: Theme: Chicken/broiler chickens	Create social media posts about chicken and/or broiler chickens (chickens raised for meat) to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 3: October 5-11***Due October 11 at 11:59 p.m. ET***

	Description	Points
Challenge:	Write a blog post about a common consumer question. Be sure to address the question by breaking down the information and making it easy to understand. Try to connect it to something your readers who aren't involved in agriculture may have experience with and add in any personal stories if you have them!	100
Activity:	Learn more about the various types of housing for egg-laying hens!	50
Social Media: Theme: Eggs/laying hens	Create social media posts about laying hens and/or eggs to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 4: October 12-18***Due October 18 at 11:59 p.m. ET***

	Description	Points
Activity:	Virtually tour the inside of a pig barn!	50
Social Media:	Create social media posts about pork and/or swine farming to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 5: October 19-25***Due October 25 at 11:59 p.m. ET***

	Description	Points
Challenge:	Design a carousel to convey a complex topic or current issue in agriculture that includes a sustainability aspect and share it on social media.	100
Activity:	Learn more about sustainability!	50
Social Media:	Create social media posts about sustainable farming to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 6: October 26-November 1***Due November 1 at 11:59 p.m. ET***

	Description	Points
Activity:	Learn more about common myths in turkey farming!	50
Social Media:	Create social media posts about turkey and/or turkey farming to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 7: November 2-8***Due November 8 at 11:59 p.m. ET***

	Description	Points
Challenge:	Share a cooking tutorial with your followers, featuring meat, dairy, poultry, eggs, and/or seafood! Choose from creating a TikTok or Instagram Reel, writing a blog post, or designing a carousel post. Be sure to highlight the nutritional benefits of animal-sourced foods in a healthy diet.	100
Activity:	Learn more about beef in a healthy, sustainable diet!	50
Social Media:	Create social media posts about beef and/or beef cattle farming and ranching to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 8: November 9-15***Due November 15 at 11:59 p.m. ET***

	Description	Points
Activity:	Learn more about animal feed's sustainability story!	50
Social Media:	Create social media posts about animal feed to share on your platforms! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Week 9: November 16-22***Due November 22 at 11:59 p.m. ET***

	Description	Points
Challenge:	Share a testimonial on social media about your experience in College Aggies Online! Make sure to share what you learned and enjoyed about the program and encourage your peers to sign up for next year's program.	100
Social Media:	Take your pick at a topic related to agriculture to share about on social media. It can be a theme you've already posted about during the program or something new! The weekly mentor will post resources, tips, and advice in the Facebook group.	100

Missed Week: November 23-27***Due November 27 at 11:59 p.m. ET***

	Description	Points
Challenge:	If you miss turning in a challenge for one week, you can turn it in late to earn full points, but your work won't be in the running for any top posts.	100
Social Media:	If you miss turning in social media for one week, you can turn it in late to earn full points, but your work won't be in the running for any top posts.	100

Awards: December 11

	Description	Points
Activity	Join us for an awards ceremony and the announcement of overall winners!	0