

# @365daysofagriculture

*Angus junior Claire Murnin is using social media for agriculture education.*

*by Sara Gugelmeyer*

While many 15-year-olds are playing with filters and taking selfies for their social media accounts, Claire Murnin's Instagram page looks much different. As a self-proclaimed Angus kid, she has loftier goals of using social media to educate consumers. She's doing just that all year with her @365daysofagriculture Instagram account.

"The dream really started when I was about 2," Murnin says of her cattle show enthusiasm. "My dad was an Angus regional manager, and he took me to the Texas state show. I just fell in love with it instantly, according to my parents. I asked them that night when I could get my first Angus show heifer, and spent the next day telling everyone at the show I was going to buy one when I saved my money."

It only took her six years. Her parents, Jared and Julie, were very supportive, of course.

Since showing her first heifer at the age of 8, Murnin has continued to grow her herd every year. With a herd of about 20 head, today she enjoys competing in regional and national shows, along with her younger brother, Cooper.

Murnin is currently the Montana Angus Princess and has served as a state delegate for two years. She has attended the Leaders Engaged in Angus Development (LEAD) conference and participated in the Raising the Bar conference this summer — events she says have



With hopes of giving others a glimpse into the day-to-day of a member of the agriculture industry, Claire Murnin embarked on an adventure to share one social media post every day for a year dedicated to ag literacy.

helped with coming out of her shell.

"I enjoyed both of these conferences, and I feel that they really helped me to grow my leadership skills and really become the person I am today," Murnin explains.

"Without these conferences, I think I might still be the shy girl who sits in the corner. But now I love to socialize and make connections with people."

She competes in junior national contests including Skill-a-thon, quiz bowl, graphic design and creative writing, as well as extemporaneous and public speaking. She is also very active in FFA, serving as her chapter's secretary.

In fact, it was her involvement in FFA extemporaneous speaking that gave her the idea for an ag-based

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Instagram page. Working on a speech in preparation for the National FFA Convention contest, she drew a topic on social media.

“In the midst of my prep, I kept thinking about how I could do more,” she says. “Then I got to thinking, what happens if I were to film every single day on how agriculture affects my life?”

The idea took root in September 2022, but Murnin pushed it aside. By December, though, she couldn’t shake the feeling, so she decided to start Jan. 1.

Her plan was to post something every single day for one year about agriculture, mostly relating to what she was doing in her own life.

“A lot of it is my personal life,” Murnin says. “What I post depends on what I am doing that day or relates to something happening in the world around me as well.”

As such, topics vary from embryo transfer info to show prep to a special informative post related to a national holiday.

What started as a fun little project has turned into a learning experience for Murnin, as well.

“I have enjoyed being able to share my story and about agriculture,” she says. “I have learned a lot personally. I am not that big of a plant girl, but I have become so much more knowledgeable just in general about agriculture because I am doing research on the daily, just trying to be sure I present factual information.”

The goal is just to teach more people about agriculture, Murnin says, rather than reaching a specific follower count or certain amount of likes.

“It’s more trying to build awareness throughout consumers.”

Murnin admits even kids she goes to school with have little idea of what goes on at a cattle show or in other areas of agriculture.

“I tell people I am at a show, but they don’t understand what goes on there,” she says. “It’s good to build that understanding up. One of my best friends from school didn’t know anything about agriculture before she met me, and she really enjoys my posts.”

One of her most popular formats has been “Tail talks with Claire,” where she shares an ag fact while brushing her show heifer’s tail in the barn.

Murnin admits when the year is up, she might not continue posting every day.

“I enjoy doing it,” she says, “but at times, it’s a lot. Continuing the page is something I am keeping in the back of my mind and trying to figure out. I definitely want to continue, but maybe not every day.”

Dealing with negative feedback from the public on social media can be a concern, but Murnin says avoiding that is something she keeps top of mind.

“I haven’t had to deal with



anything negative, but it’s something I pay attention to when I am making a video. I don’t want to get a negative comment, but if I did I would try and take into consideration what they’re thinking to come up with a good response.”

For Murnin, @365daysofagriculture has been a great learning experience, and she encourages others to consider sharing about agriculture on social media.

“Social media is a great tool, that we, as agriculture producers, can use. It plays a major impact because over half the globe’s population is on social media one way or another. That’s a lot of consumers. Showing people what we do so that they are able to learn more about it, builds trust and understanding for the agriculture industry. It’s a great way to highlight what we do every day.”

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*Editor’s note: Sara Gugelmeyer is a freelance writer from Lakin, Kan.*