

Use of media in the communication of the Social Insurance
for Agriculture, Forestry and Horticulture (SVLFG)

The Social Insurance for Agriculture, Forestry and Horticulture (SVLFG) uses a wide range of communication channels to reach its target groups comprehensively. Both traditional and digital formats are used.



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In the area of print media, SVLFG relies on the magazine “Alles SVLFG”, which is published regularly, as well as postcards, flyers, and brochures such as the prevention report or the publication “At a glance – data and figures”. Posters and various promotional items are also used, including plaster cases, sun hats, sun cream, calendars, and heat and sun protection boxes. Exhibition walls, roll-ups, folding displays, and business cards are also part of the permanent repertoire. Much of this content is also published digitally on the SVLFG website to increase its reach.

Online media play a central role in the SVLFG’s communication strategy. A wide range of information is provided via the website [www.svlfg.de](http://www.svlfg.de).

The ‘My SVLFG’ portal for insured persons and the eslectronic patient file offer personalised services for insured persons.

There is also a web app specially developed for seasonal workers (<https://www.agriwork-germany.de/webapp-saisonarbeit/>) as well as social media channels on Facebook and Instagram, which also address this tar-

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get group. The SVLFG's own film productions are published on its YouTube channel ([www.youtube.com/@svlfg3082](https://www.youtube.com/@svlfg3082)). Furthermore contributions to external radio and TV programmes and podcasts increase SVLFGs reach. SVLFG also runs its own podcast format called 'SVLFG digital in dialogue', which is accessible via the website. Users also have access to the 'Info and Learning World' online platform, which can also be accessed via the website. Online counselling offers a new opportunity for direct interaction, enabling personal discussions via online meetings.

Moreover, SVLFG uses cross-media measures such as press releases, specialist articles, and publications by its authors in external media to link various communication channels more closely. Seminars on prevention and health topics and job adverts are also part of the strategy.

Personal meetings and events are another important part of the communication channels. SVLFG takes part in various presence programmes, including trade fairs such as the Green Week, EuroTier, and Agritechnica. It also takes part in specialist colloquia and general events, organises farm and health days directly on farms, and offers farm visits as an additional service for AckerRacker partner institutions.

The combination of these different communication formats illustrates SVLFG's versatility and targeted approach to different target groups. With this comprehensive strategy, the organisation covers both traditional and modern communication needs. ●

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Forestry and Horticulture (SVLFG)  
[www.svlfg.de](http://www.svlfg.de)

## IMPRINT:

The European Forum of Insurance against Accident at Work and Occupational Diseases:  
Working Group Communication | Permanent office of the EUROPEAN FORUM:  
Maison Européenne de la Protection Sociale | Rue d'Arlon 50 | 1000 Brussels | [info@europeanforum.org](mailto:info@europeanforum.org)