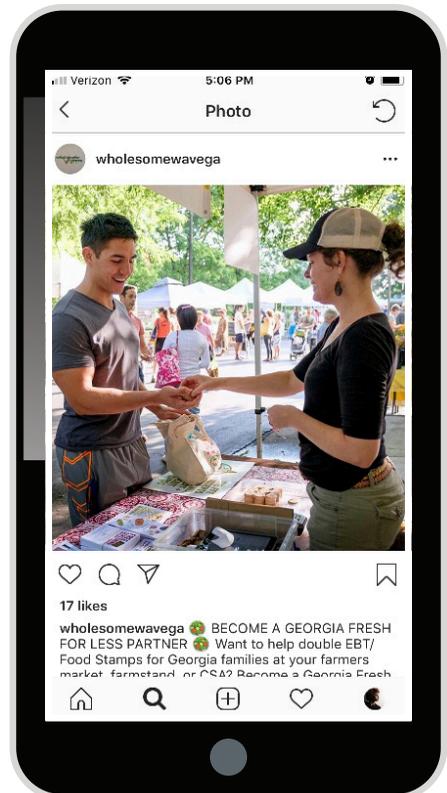
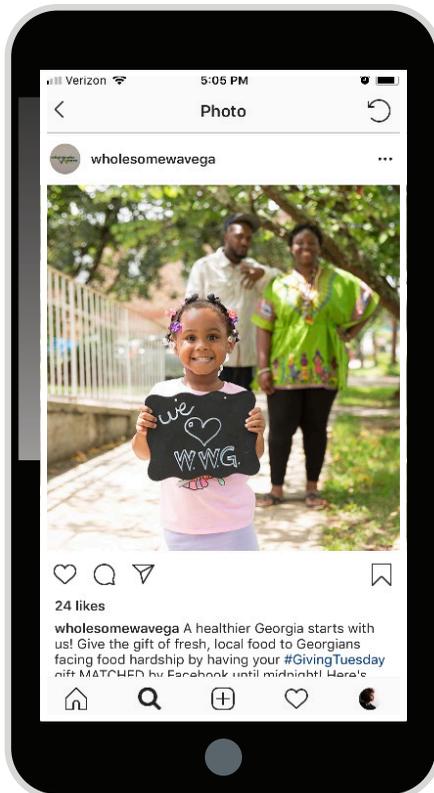
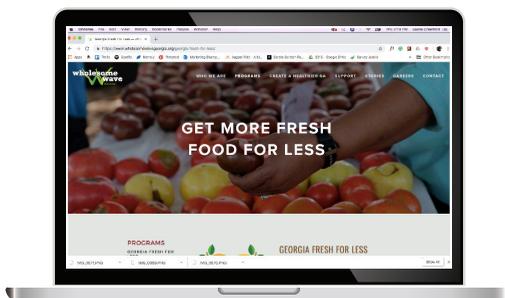


Seven Social Media Tips For Farms & Markets



1. HAVE A WEBSITE AND/OR BLOG



- Update your website or blog regularly
- Share stories about your vendors, programs, recipes, eating seasonally, etc.
- Showcase certifications, awards, and customer testimonials to build trust with your audience

2. CHOOSE THE RIGHT CHANNEL

- Find out where your customers are online: Facebook, Instagram, etc.
- Tailor your posts for each channel
- Share photos and videos on Instagram; share updates, photos and events on Facebook and Twitter.

3. SHARE YOUR STORY

- How and why did your farm or market start?
- What does weekly market planning look like? Showcase the work that goes into setup each week (and the people who do it!)
- What programs do you run? What activities do you have going on?
- Highlight market milestones
- “Throwback” #TBT to markets in the past to show growth over time

4. STAY CURRENT

- Post content relevant to upcoming holidays, seasonal produce, etc.
- Create a social media calendar to plan out posts in advance
- Retweet/repost images, articles and posts from your followers and the people you follow

5. IT'S NOT ABOUT YOU!

- Ask your followers questions, to share your links, to share their pictures and insights. “What’s your favorite strawberry jam recipe?”
- Leverage WWG and your vendors’ online presence. Use the @ symbol to tag farmers, friends and community partners.

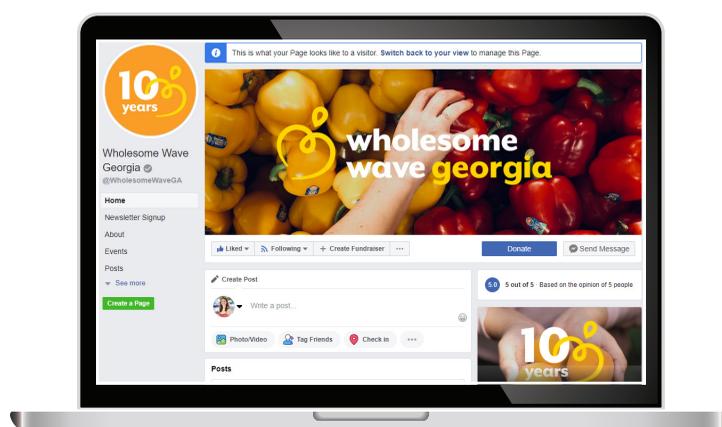
6. BE VISUAL

- Social media posts with photos generate more engagement
 - 75% more likes
 - 35% more retweets
- Show pictures of produce, products, and events from the market
- Show pictures of classes and participants (do NOT show participant faces unless they have signed a photo release form)

7. STAY ENGAGED

- Check your social media accounts daily
- Respond promptly to any comments or messages

Sample Posts & Tweets



BEFORE EVERY MARKET

- This week at the market, we'll have [insert new produce and items to be featured]
- Don't forget: we accept and double EBT/ Food Stamp dollars at the market! Stop by the information booth during your visit for more info. #GeorgiaFreshForLess
- Don't miss this week's market! There will be [insert activity or promotion]
- Like this post if we'll see you at market this week! #eatlocal
- It's [insert produce] season! What's your favorite recipe?

AFTER EVERY MARKET

- What a great turn out we had today! Thanks to all who came out to support our local farmers! #knowyourfarmer
- What did you bring home from the market with this week? Any tasty recipes to share?
- What's for dinner this week? Post a picture of what you're cooking with your fresh market ingredients! #eatlocal
- [Insert Customer name if they are comfortable] doubled her EBT/Food Stamps at the market today — look at what he/she brought home! [accompanying picture]

DURING EVERY MARKET

PREFERABLY ACCOMPANIED BY A PICTURE

- Check out what [insert farmers] brought to the market this week. What's your favorite way to enjoy [insert product]?
- Look what you're missing at the market! There's still time to come see us, we're open until [insert time]!
- Chef [insert name] is here this week to do a demo using our fresh local produce. Come learn a thing or two, and sample some great food.

RESOURCES

GREAT FOR SOCIAL MEDIA

- **Canva** (www.canva.com): create beautiful images for every social media channel
- **Hootsuite** (www.hootsuite.com): take the hassle out of posting and schedule your Posts and Tweets in advance
- **Buffer** (www.buffer.com): another great tool to schedule your posts and tweets in advance