



A Social Media Guide for Farmers



Introduction

What is social media?

Facebook, Twitter, Instagram, Pinterest, Snapchat, TikTok — “social media” is the collective term for these websites and applications. Unlike traditional media, where a single author or organization talks to a passive audience, social media serves as a place for public conversations between many users. People use social media to share and discuss their daily lives, including their buying habits, with friends and family: it’s **online word-of-mouth**, available for free to anyone. And just like word-of-mouth, social media can have a huge impact on the success of your business.

Why does social media benefit my business?

You should care about social media because your customers do. **Of all adults in the US, 68 percent use Facebook**, and 66 percent of those users visit the site every day. A third of all US adults use sites such as Instagram and Pinterest. Among millennials, over 90 percent regularly use social media. Simply put, the people who will buy from you spend a lot of time looking at social media. You should **make sure your business is in front of their eyes**.

How do I use it?

The most important thing to remember about social media is that **your business shares the same space as your customers’ friends**. Whatever you do must compete with the daily activities and interests of those personal networks. Instead of simply promoting your business, your goal on social media should be to **build a community and participate in conversations**. People enjoy learning about the **day-to-day stories and interests** of your business much more than they enjoy advertising. This neighborly approach will make your business more familiar to potential customers, create good feelings about your brand, and ultimately lead to greater sales.



#farmlife

#farmersmarket

#localfood

#appalachiangrown



@asapconnections

Like

Post

Share

Words to Know

Like any activity, social media has its own vocabulary. Listed below are some of the key words marketers use when talking about social media. Remember that you can always search for more information on unfamiliar terms using Google; you can also visit this [glossary](#) of social media language.

Analytics – technology that records what happens on social media, including who visits your business, what interests they have, and how they interact with your content.

Boost – advertising on Facebook to show your posts to people who wouldn't otherwise see them.

Content – anything you post on social media, including text, pictures, videos, audio, and links.

Comment – a user's response to content, usually displayed below the original post.

Engagement – any action someone takes on your content, including likes, shares, and comments.

Hashtag – a word or phrase preceded by the # sign that links users to all other posts with the same hashtag, allowing them to discover new content on their topics of interest.

Insights – Facebook's built-in analytics about visitors to your social media account.

Like – the main way users show support or interest in content on Facebook.

Mention – the act of tagging another user's social media account in a post, usually by using the @ symbol followed by that user's name.

Platform – a social media site or application, such as Facebook or Instagram.

Post – a single piece of content on social media.

Reach – the number of unique people who have seen content from your business.

Share – the act of reposting someone else's content to your own social media page.

Trending – a word, phrase, or topic that is popular on social media at a given moment.

Viral – any content that is shared quickly and widely through social media networks.

Choosing Social Media

What platforms are right for my business?

When choosing the platforms for your business's social media marketing, you should have two main concerns in mind. First, **who are your customers?** Different sites tend to attract different demographics of users in terms of age, gender, and location. Second, **how much effort will you be able to spend on social media?** If you lack the time or resources to regularly update multiple sites with high-quality photos and videos, consider sticking to a single, simpler platform. The following sections describe the most popular social media sites and what roles they can play in your marketing.

Facebook

If you only have time for one social media platform, **make it Facebook**. As the world's most popular social media site, Facebook attracts the widest range of users; you're sure to connect with a large proportion of your customer base. Facebook allows you to maintain a detailed business profile, post a wide variety of content types, and create highly specific advertising to reach new buyers.

Instagram

Instagram is the premier social media site for sharing **photos and other visual content**. If your business has a lot of visually appealing products such as livestock, diverse produce, or fresh flowers, or if you have time to take pictures of your work in action, Instagram can be a great way to build excitement. Instagram users tend to be **younger and more urban** than those of other social media sites.

YouTube

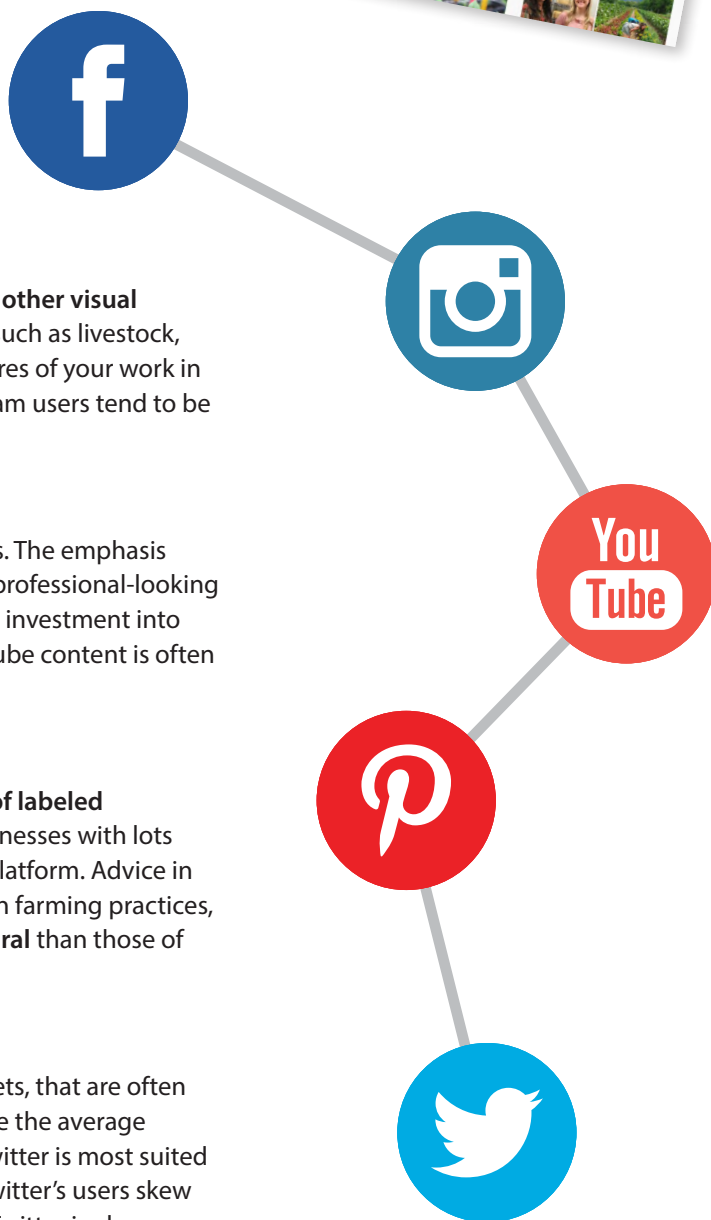
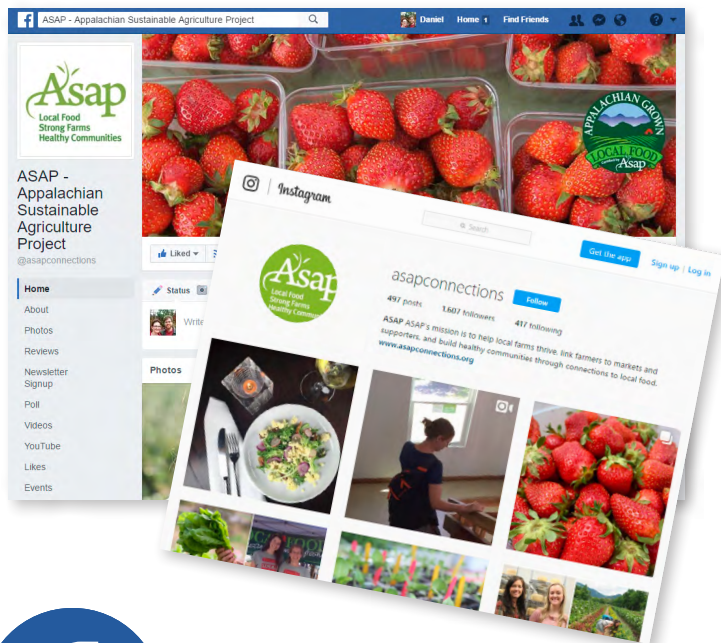
YouTube is the best place to share **quality videos** of your business. The emphasis here is on quality; if you don't have the time or resources to craft professional-looking content, you may want to avoid posting on YouTube. However, an investment into good video can yield big rewards, as amusing or interesting YouTube content is often shared widely over other social media platforms.

Pinterest

Pinterest is a newer social media site that focuses on **collections of labeled photographs**, known individually as pins. As with Instagram, businesses with lots of visually appealing products can attract lots of interest on this platform. Advice in visual form, such as cooking or baking recipes and infographics on farming practices, can also do well. Pinterest users tend to skew more **female and rural** than those of other social media sites.

Twitter

Twitter allows users to quickly post **short updates**, known as tweets, that are often marked with hashtags to join with broader conversations. Because the average lifespan (time seen after posting) of a tweet is only 14 minutes, Twitter is most suited to businesses that can post multiple times throughout the day. Twitter's users skew more **male and educated** than those of other social media sites. Twitter is also particularly popular among media workers and journalists, which makes it useful for businesses that regularly generate interesting news.





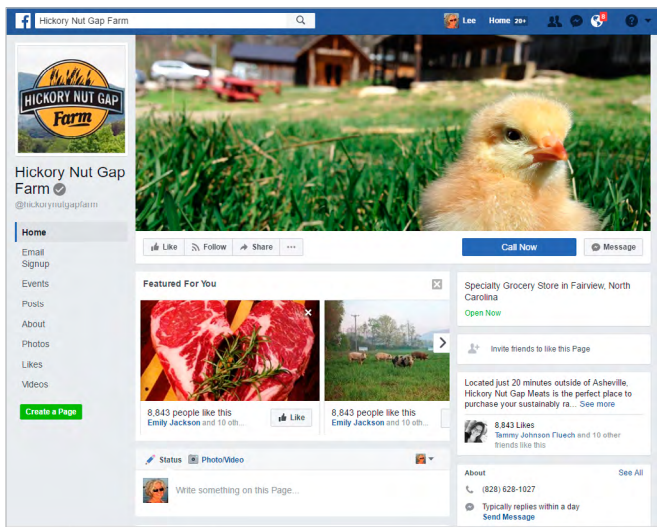
Starting a Social Media Profile

What do I need to get started?

Regardless of which social media platforms you choose to use, you'll want to do some preparation before establishing your profile. First, **write out a description of your target audience** — who are they, where do they live, what do they like, how do they interact with you? This audience analysis will help you think about how best to fit in with your customers' online lives. Second, **determine who in your business will be responsible for running your social media**. Make sure that person understands your audience, the social media platforms you choose to use, and the regular schedule for posting content on your pages. Third, **create a schedule** for when to publish content. Consistency is crucial for making your customers feel like you're a part of their community.

Profile Creation Checklist

The following checklist outlines the must-have content you'll need to establish a **Facebook profile**. You can use the same content for many other social media sites, so consider following this checklist even if you decide not to use Facebook. Note that if you establish multiple social media profiles, you should **use the same branding** (images and description) across all of them.



- **Cover image** (815 x 315 pixels)
 This image is featured at the top of your profile and is your audience's first impression upon arriving at your page. **Choose an image that represents your brand**, such as a landscape of your farm or a shot of people enjoying your products. Consider overlaying your business's slogan or tagline on top of the photo for extra placement of your main message. After you upload this image, make sure you click on it to **add a description with a link to your website**.
- **Profile photo** (180 x 180 pixels)
 This image appears in the upper left corner of your page and is **included next to every post or comment you make**. Because your profile photo is used at different sizes throughout Facebook, make sure you upload an **easily recognizable image such as your logo** in this slot.

□ **About section**

This section includes your page's category, description, address, hours, products, and contact information. **Fill out every available field** so interested customers can learn as much as possible about your business.

□ **Page roles**

This section, located under Settings on the upper right of your Facebook page, allows you to **assign people to perform specific tasks on your page**. By default, you will be the admin of the page once you create it and have full access to all of its functions. If other employees at your business will be handling social media, it's best to **add them as editors**.

Running a Social Media Profile

What should I post?

Remember that your social media presence exists in the same place as your customer's friends and family. Your content is competing for attention with baby pictures, breaking news, and travel stories — if you spend all your time advertising your products and services, your customers will tune you out or stop following your page. Because social media sites show users more content from people and pages with which they are actively involved, you want your posts to attract as many likes, shares, and comments as possible.

To that end, many social media professionals recommend **the 80-20 rule**: roughly 80% of your content should entertain or educate your customers, while only 20% or so should directly market your business. Applied to a farm, that 80% could include recipes for seasonal produce, attractive pictures of your fields and livestock, short “day in the life” stories or images, announcements of local food events, videos discussing your farming process, and planting advice for home gardeners. The 20% of marketing content could include your presence at local farmers markets, CSA share availability, new partnerships with restaurants or groceries, and farm tour or event announcements.

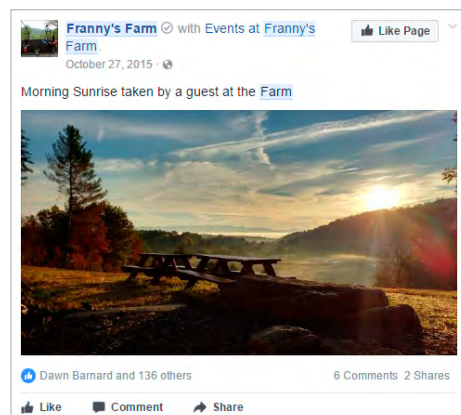
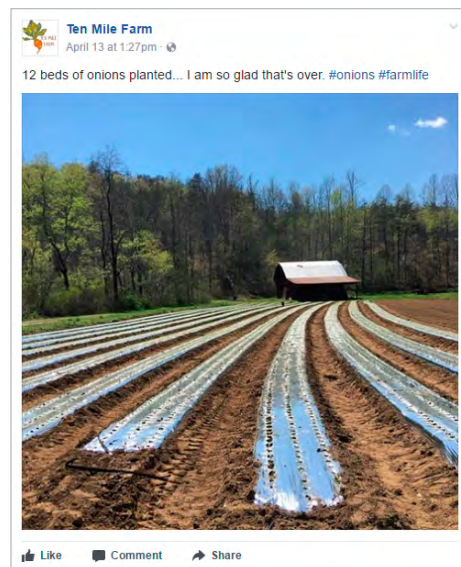
Remember why people want to connect with your farm. This is a chance to help customers connect with the joys and challenges of farming, offering them a chance to share in the story of your farm and the cycles of the seasons. Customers seeking out local food and farms are looking for authenticity, transparency and the stories behind where their food comes from. Posts that offer insight into your growing practices, the amount of work/risk that goes into farming, or a peek into your farm story are going to be engaging.

When should I post?

More important than the timing of your posts is **consistency**. Your followers should learn to expect something new from your page on a regular basis. That schedule could be several times per day on Twitter, once a day on Facebook, or once per week on Pinterest, but it should stay as constant as possible. This approach makes your business look more professional and shows new followers that they can expect regular activity from you.

The actual timing of posts depends on your audience. As a general rule, the best times to post social content are roughly **12 and 3 pm** — during lunchtime and the afternoon slump, when people are likely to be checking their computers and smartphones. However, your audience may be most involved with social media at different times. On Facebook, check the **Posts tab of your page's Insights** to see a graph of when your fans are online, then plan to post for those peak hours.

Social media tools are available to **schedule your posts** in advance, making it more convenient to deliver content at the right time. Facebook's “Publishing Tools” offers a “Scheduled Posts” tab that allows you to create posts weeks or months in advance of publication. Twitter's TweetDeck also allows you to generate content on your own time. If you plan to use multiple social media platforms, consider using **Hootsuite**, which lets you see and manage all of your social profiles in a single location.





How should I post?

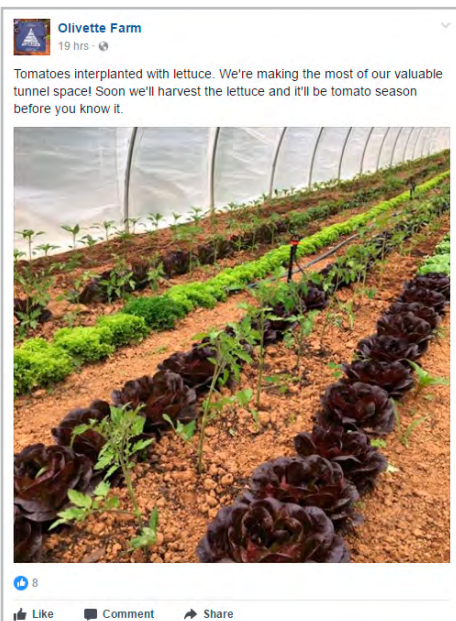
Social media posts should generally be short and simple. On average, the Facebook posts that receive the most engagement have **80 characters or fewer**, and the optimal range for Twitter tweets is roughly 71–100 characters. Pinterest descriptions and Instagram captions can be longer: the best Pinterest captions have approximately **200 characters**, while Instagram captions can contain up to **2,200 characters** (although only the first 110 or so are displayed in picture previews).

With that little text, how can you engage your audience? As the old adage goes, a **picture is worth a thousand words**. Use the written part of your post to explain an interesting image or give context to an infographic. You can also use **hyperlinks** to pages with longer content. Facebook automatically pulls pictures, titles, and descriptions from linked pages, all of which you can edit. **Importantly, you can delete the web address from hyperlink posts on Facebook to save characters while keeping the link itself.**

Social Media Calendar

Social media is a marathon, not a sprint: its benefits accumulate over time as you build a base of followers for your business. Therefore, you should **plan for the long term** using a social media calendar. By keeping tabs on what and when you plan to post, you'll ensure the right balance of promotional and informational content. You'll also ensure you have room in your schedule to promote crucial events such as new product launches or market openings.

Simple calendar tools such as Google Calendar can make months of social content visible at a glance. If you also use a digital calendar for your business's events, you can easily match social postings to that activity. **Scheduling content around holidays** often helps boost engagement, and lists of lesser-known holidays can give you more ideas. For example, National Siblings Day, National Farmers Markets Day, and National Puppy Day all have their own place on the calendar.



Interacting with Followers

If you've successfully identified the interests of your followers, they should begin liking and commenting on the content you post. That's your invitation to **continue the conversation**. Like as many comments and shares of your content as possible; every time you do so, your follower sees your business's name and understands that you value their attention. If you have a way to add more insight to someone's comment, add a comment of your own. Remember that your goal is to make your business become **another trusted voice** in your followers' social communities.

On occasion, visitors to your page may leave negative feedback about your services or products. **Don't shy away from responding to these comments.** By promptly addressing complaints with respect and compassion, you make your business appear more professional and demonstrate concern for your customers. Hiding or ignoring negative posts often just makes your critics more critical.

Advertising

Why advertise on social media?

No matter how engaging your content is, your business can normally only reach your followers and their social connections. To grow, you need to **reach people who haven't heard of you**, and advertising can be a quick, cost-effective way to do so. By spending as little as a few dollars, you can get your business's name and products in front of hundreds of potential new customers.

What do I advertise?

Advertising on social media generally focuses on two main objectives: **building brand awareness and driving interest in sales**. For the first objective, you might use a colorful image of your farm's products linked to your webpage or Facebook profile. For the second, **direct links to event Facebook pages** with short, engaging copy work well. Once customers express interest in an event, you can continue to reach them by posting on the event page.

Targeting your ads

The success of social media advertising is tied to how tightly ads can be targeted to **specific groups of people**. For example, a Facebook ad can be shown only to people ages 45–55 who live within 10 miles of Asheville, have a college education, and show an interest in local food. If you know the demographics and interests of the people who currently buy from you, you can easily direct ads to find similar customers on social media.

How to advertise

The options for advertising can be overwhelming, so the best place to start is with **Facebook's on-site tutorials**. These resources will guide you through how to set an ad objective, target your audience, and create copy for your ad. Searching Google for "social media advertising guide" will also yield a huge number of resources to inspire your advertising strategy. In general, remember that short is sweet when it comes to ad copy and that **attractive, high-quality images** grab the most attention from potential customers.

ASAP - Appalachian Sustainable Agriculture Project shared an event. Sponsored

Time to go touring! ASAP's annual Farm Tour is a chance to experience how food is grown and raised in the Southern Appalachian Mountains, taste farm-fresh products, visit with farm animals, and meet the community's food and fiber producers. Enjoy tours, demonstrations, and hands-on activities as you discover some of Western North Carolina's unique family farms. Visit asapconnections.org to purchase your car pass and start planning your Appalachian grown local food and farm ad... See More

ASAP's 2017 Farm Tour
June 24 - June 25 · ASAP - Appalachian Sustainable Agricultu... Get Tickets

Daphne Kirkwood likes Mountain Roots, Inc.

Mountain Roots, Inc. Sponsored

Mountain Roots Day Camp is running 9 weeks of outdoor and active opportunities this summer in the Brevard area. Join us for one week, several, or even the whole summer. Ages 4-11. Visit <http://www.mountainroots.org/day-camp.html>

Mountain Roots Day Camp
Preschool Day Camp for ages 4 & 5 is offered from 9 am to Noon. Mountain Roots Day Camp for rising first to sixth grade runs from 9 am to 4:30 pm. Middle School aged students (rising 7th-9th grade) may apply for our Roots Crew—a student leadership and service MOUNTAINROOTS.ORG

30 12 Shares

Like Comment Share



Hey Farmers – Is TikTok for you?

TikTok is a global social network based on video content that started in China. The audience is mostly younger people (under 30 years old) but the platform is continuing to gain traction and grow among older audiences. With [800 million](#) monthly active users, TikTok is making headway on Instagram, but it still has a way to go to catch up. However, it has already surpassed LinkedIn, Reddit, Snapchat, Twitter, and Pinterest.

If you are looking to reach young people, have some cool videos (cows, big machinery, farm life, and so forth), and want people to know more about where their food comes from, this might be a good platform to jump into.



How do you use TikTok?

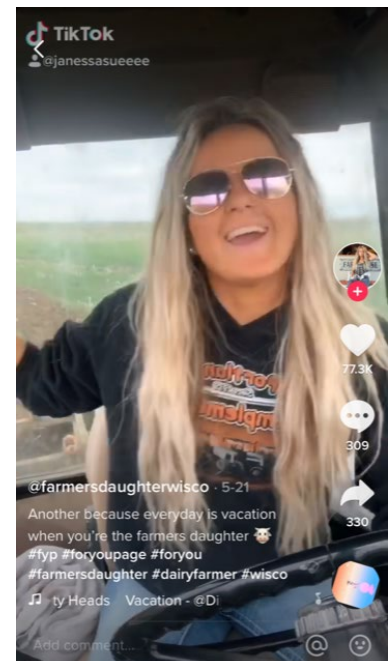
It's fairly simple. You just need to install TikTok ([iphone](#) or [android](#)) on your mobile phone. You don't need an account to start viewing videos, but you can set one up. Once you have an account, TikTok will start sending you videos that you may want to see. The app will get smarter about this the more you use it.

How do you post a video to TikTok?

If you use Snapchat or Instagram, you are going to find the user interface to be similar and user-friendly. You can create a 15- or 60-second video or upload an existing one. TikTok will let you add effects similar to other networks.

One big difference is that when you post a video, it can be shared, downloaded, and made into a gif by users. They actually encourage this type of behavior.

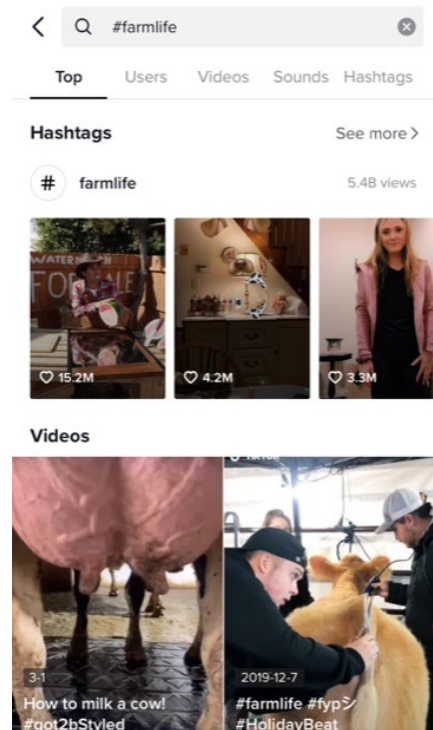
You can also layer sound over your video; other networks have a hard time with this. You can create audio mash-ups or choose from TikTok's massive song library.



A good portion of this content is from this original article [‘Hey farmers – is TikTok for you?’](#) published on [hoards.com](#) written by Don Schindler Senior Vice President of Digital Initiatives at Dairy Management Inc.

How do others see your video?

Hashtags, like with Instagram, are used by others to find your videos. It's good to do some research for your hashtags — #foryou and #foryoupage are used to get on the TikTok front page. Here are some about farming: #dairyfarm, #dairyfarmer, #dairyfarming, #farmer, and #farmerlife. There are some #undeniablydairy videos as well.



What are users doing?

They are creating videos by competing in hashtag challenges or posting fails, humor, memes, duets, slo-mo, recipes and so forth.

What could you do as a dairy farmer?

This is an opportunity to share your farm life and where food comes from in a fun new way. It's mostly people trying to entertain one another by sharing their lives, but there is a lot of weird humor and inappropriate pranks, so be prepared.

The launch of the #GotMilkChallenge on TikTok

In August 2020, MilkPEP brought forward a modern take on the iconic "Got Milk?" campaign and a major component of it was launched on TikTok.

US Olympian Katie Ledecky launched the #GotMilkChallenge on TikTok where she balanced a glass of chocolate milk on her head without spilling while swimming the length of an Olympic-sized pool.

[Watch the video here](#). Check out other [#GotMilkChallenge videos](#) on TikTok.



The focus of this campaign is to activate a new generation of milk lovers and asking them to “show what they got” by sharing creative and fun milk content then tagging their friends to do the same.

A good portion of this content is from this original article '[Hey farmers – is TikTok for you?](#)' published on [hoards.com](#) written by Don Schindler Senior Vice President of Digital Initiatives at Dairy Management Inc.

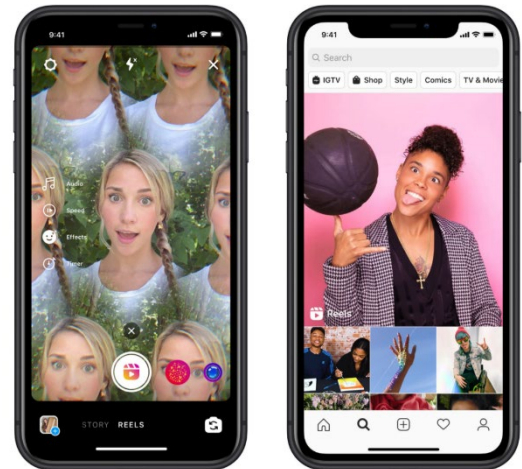
What about Instagram Reels?

Instagram Reels is a new competitor to TikTok, launched in August 2020 to users in the US.

Reels is a new content format for Instagram that allows users to create and share short-form video content up to 15 seconds to followers in a new dedicated Feed and on the Explore page.

The launch of Reels comes as [TikTok's future in the US remains uncertain](#).
(as of 9.14.20)

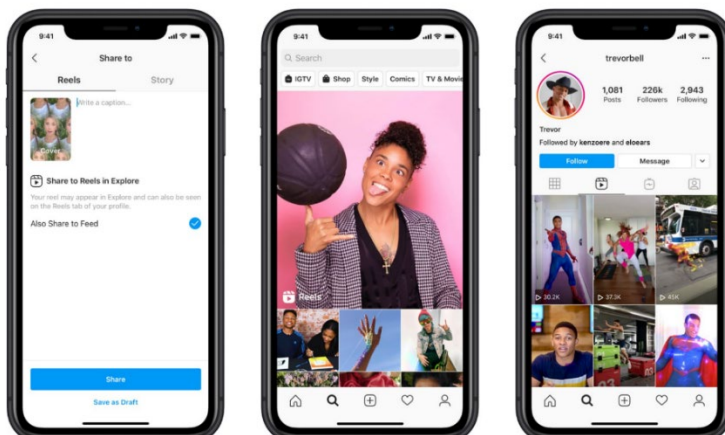
Reels video format will live inside of Stories, which users can create in the top-left corner of the Home feed. Instagram has updated the Rolodex of options at the bottom of the screen — for creating Live videos, text posts, or Boomerangs — to add a tab for Reels. The creation process for Reels appears similar to that on TikTok.



When scrolling through your home feed or Explore page, you'll be able to tell which posts are Reels clips by a clapboard icon in the bottom-left corner.

A new tab will be added to users' profiles to showcase all their Reels in one place. The tab will live alongside the traditional grid of recent posts, as well as tabs for viewing IGTV videos or videos a user was tagged in.

Learn more about the platform and how to use it [here](#).



ASAP Resources

Marketing Basics

This guide gives an overview of farm marketing in general, with ideas for reaching people beyond social media.

Appalachian Grown Marketing Guide

Learn more about promoting your product specifically with ASAP's Appalachian Grown branding.

Photography Tips for the Farm

This resource explains best practices for making your own quality visual content for use on social media or other marketing efforts.

Telling Your Farm Story Exercise

Follow this template to narrow down on a specific narrative for your farm, which will help you use a consistent voice for social media posts.

