

Social Media Marketing for Your Farm Business



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Why Social Media?

Your customers are there.

- **69 percent** of U.S. adults had a social media profile in 2019.
- **74 percent** of adult U.S. Facebook users and **63 percent** of Instagram users visit these sites daily (and many multiple times per day).
- **3.48 billion people** (close to half the world's population) use some type of social media.



Social media is an ideal tool for farms.



Farming is visual.



Farming offers authentic stories.



People care about their food. |

- Many are **craving a connection** to food and nature.
- People from all corners of the world are sharing photos of **what they eat**.
- 373.8M posts on Instagram for **#food** and 2.4M posts for **#localfood** to date.

"My grandfather used to say that once in your life you need a doctor, a lawyer, a policeman and a preacher but every day, three times a day, you need a farmer."

Brenda Schoepp - Farmer



The price is right...



* sort of

- You don't have to pay money to gain followers or make connections.
- However, remember to factor in the time it takes to build and maintain a social media presence.



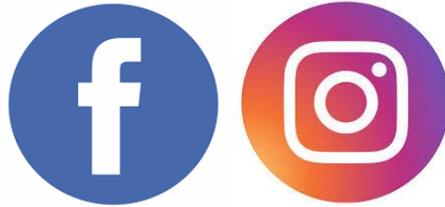
**Getting
Started**

Which platforms should I use?

- **Who are your customers?** What social media platforms do they use?
- How much **time and effort** can you put in? It's better to use 1-2 platforms than overextend yourself. Focus on platforms you can do well.
- Do you (or does someone on your team) have **photography, video, or recording skills?**



Facebook & Instagram



- **Largest number of users** can be found on these two platforms.
- **Most diverse audience**; Instagram skews younger.
- **Connect with customers** via comments, messages, links, and tags.
- Instagram is a bit better for **visual storytelling**; easier to use on a mobile device.
- Facebook is better at **promoting events and sharing links**.
- Easy to use both platforms simultaneously.

Other Platforms



Twitter: Useful for businesses that have news every day, throughout the day (such as a food truck). Used by journalists.

YouTube: Useful for sharing instructional video.

Pinterest: Great if you provide how-to, infographic, or particularly beautiful and inspiring content.

SoundCloud: Share and create community around podcasts.

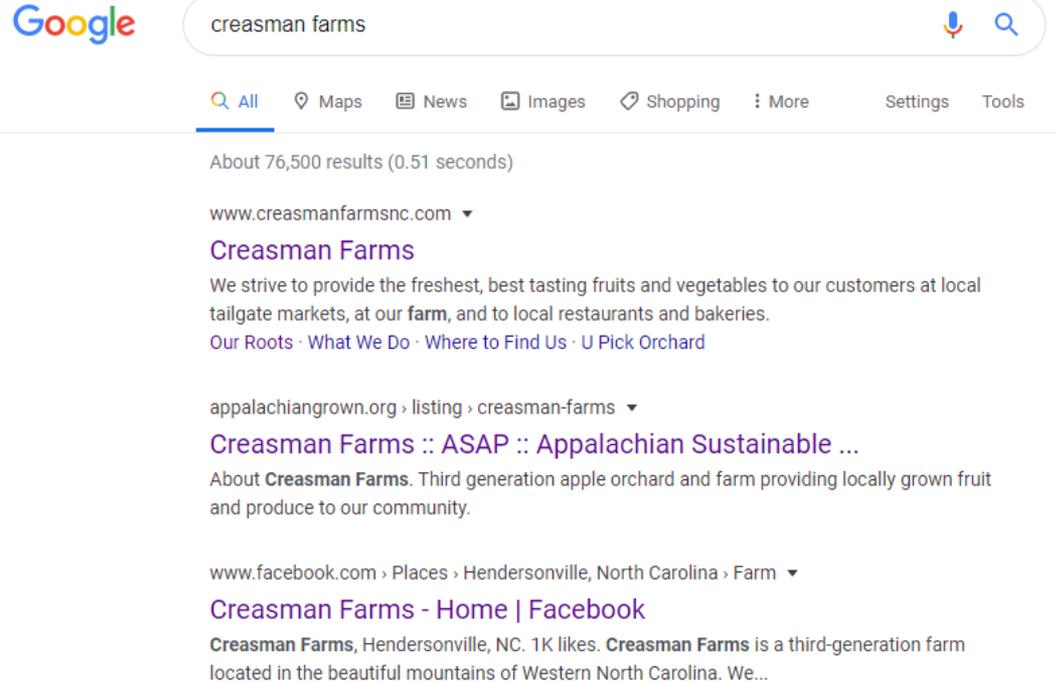
TikTok: Growing platform for lipsyncing videos, viral content.

Set up a business account.

- **Why?**
 - Access **analytics and reports** about your audience (“insights”).
 - Create a **professional home** for your farm (more transparency).
 - Allows for **multiple administrators** or ability to assign “roles.”
 - Business Manager offers more **tools for advertising**.
- **How?**
 - On Facebook, you must first have a personal account to serve as administrator for a separate business account.
 - On Instagram, you can have a separate business account or convert a personal account.

Link to a website.

It can be tempting to use Facebook as a web home, but social media works best in conjunction with a website that can serve as a professional hub. This improves your search ranking and helps customers find you.



The image shows a Google search interface. The search bar contains the text "creasman farms". Below the search bar, there are navigation links for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The search results show "About 76,500 results (0.51 seconds)". The first result is from "www.creasmanfarmsnc.com" with the title "Creasman Farms" and a description: "We strive to provide the freshest, best tasting fruits and vegetables to our customers at local tailgate markets, at our farm, and to local restaurants and bakeries. Our Roots · What We Do · Where to Find Us · U Pick Orchard". The second result is from "appalachiangrown.org" with the title "Creasman Farms :: ASAP :: Appalachian Sustainable ..." and a description: "About Creasman Farms. Third generation apple orchard and farm providing locally grown fruit and produce to our community." The third result is from "www.facebook.com" with the title "Creasman Farms - Home | Facebook" and a description: "Creasman Farms, Hendersonville, NC. 1K likes. Creasman Farms is a third-generation farm located in the beautiful mountains of Western North Carolina. We..."



Creating Content

What are your goals?

- Are you **in it for “likes”** or do you just want information out there?
- Do you want to **drive traffic** to your website?
- Are you trying to **grow your customer base** by reaching new followers, or are you more focused on making your **current buyers** feel important/reminding them to shop with you?
- **What is your tone?** Are you playful, serious, dramatic? (A mix is okay!) Audiences are generally drawn to positivity, but being honest about setbacks or challenges can resonate and build community.

Think about a post's intent.

- Call to action
- Storytelling
- Connection/Building Community
- Education/Inspiration
- Entertainment

The 80-20 Rule: 80 percent of posts should educate or entertain, and only 20 percent should promote/sell (that 20 percent is usually your call to action posts—but not always).

Call to Action

- Sign up for our CSA
- Visit us at market
- Buy tickets to our farm dinner
- U-pick at our farm
- Sign up for our workshop
- Vote for our new farm dog's name



creasmanfarms • Following
Asheville City Market



creasmanfarms Dad called and said he wants PEACH cobbler for #FathersDay! We have the recipe + fresh peaches, so what are you waiting for?! HERE TIL NOON!

#CreasmanFarms #FarmLife
#SummerIsBeginning
#SummerIsUnofficiallyHere #FarmEats
#FarmToTable #FieldToFork
#FarmToFork #Local #LocallyGrown
#AppalachianGrown #FarmFresh
#NothingFresher #NothingFiner
#GotToBeNC #FreshPicked #Peaches
#FreshPeaches #AshevilleCityMarket
#BrevardFarmersMarket
#TransylvaniaCoFarmersMarket
#WeAreBrevard #AvL #HvL #BvD
#Foodie #LocalFoodie #Locavore



Liked by radfarmersmarket and 49 others

JUNE 15, 2019

Add a comment...

Post



creasmanfarms • Following
River Arts District Farmers Market



creasmanfarms We're at
@radfarmersmarket happening NOW!!
GO HOME FLO!

74w



asapconnections Robin had a
feeling and sent for resupply!
Hoping all of our farmers can
weather this storm with minimal
impact. ❤️



74w 1 like Reply



Liked by radfarmersmarket and 60 others

SEPTEMBER 12, 2018

Add a comment...

Post

Storytelling

- Share your farm story or personal anecdotes (it's up to you how personal).
- Introduce members of your farm team.
- Share stories of resilience or good humor in the face of challenges.
- Talk about the land or capture the beauty of the farm in different seasons.
- Go behind the scenes with daily chores. It's okay to show the less-beautiful sides of farming.
- What are you doing in the off season?



creasmanfarms • Following

Creasman Farms



creasmanfarms WATER CREW  Last May we were drowning... this May we are scorching.. Farmers don't have time to complain, they adapt! Now watering all day, every day it's seems..
#PleaseBeNiceMotherNature
#OneExtremeToAnother #FarmLife
#CreasmanFarms #LocallyGrown
#AppalachianGrown

38w



Liked by **jenathan** and 38 others

MAY 27, 2019

Add a comment...

Post



creasmanfarms • Following
Creasman Farms



creasmanfarms Our orchard looks like a cotton field and we LOVE it! We're BLOOMIN' for this years apple crop!



#CreasmanFarms #Spring #FarmLife
#OhWhatABeautifulLife #BEEutiful
#Bzzz
#AppalachianGrown #828isGreat
#HvLNews #HipHendo #AvlNews
#AppleBlossom

44w



Liked by radfarmersmarket and 52 others

APRIL 11, 2019

Add a comment...

Post

Connection/Building Community

- Call out restaurants/businesses that buy your products and support your farm to make them feel valued. Tag their social media.
- Make your CSA members, farmers market regulars, etc., feel part of your farm.
- Connect with a network of farmers in the region (or nationally/internationally).



creasmanfarms • Following

Vortex Doughnuts



creasmanfarms Another fresh delivery of apples to @vortexdoughnuts ! Their apple fritter doughnuts are so good and the folks there are even sweeter! 🍌☕ Stop by and grab a fritter, and a cup of coffee and thank them for supporting so many local farms and businesses!

#CreasmanFarms #VortexDoughnuts
#LocalsSupportingLocals
#BestDoughnutEver #BestFritterEver
#AppleFritter #AvLEats
#FarmToDoughnut #AppreciationPost

40w



first_maven Share the local!



40w Reply



Liked by radfarmersmarket and 40 others

MAY 9, 2019

Add a comment...

Post



creasmanfarms • Following
River Arts District Farmers Market



creasmanfarms Thanks folks for making the trek to @radfarmersmarket this afternoon! It was a muddy one but a good one! If you missed Market today, catch us Saturday!

70w



Liked by dryridgefarm and 30 others

OCTOBER 10, 2018

Add a comment...

Post

Education/Inspiration

- Highlight a specific crop or farm product. What makes it unique? Why do you grow it? How do you grow it? What can it be used for?
- Share a recipe or preservation tips.
- Talk about your farming practices and why you choose to grow in this way.



creasmanfarms • Following



creasmanfarms Do you know about our #York apples? They are another one of our 40+ varieties that we grow! Known for their oblong oval shape, they have a mostly tart little sweet flavor and are great or baking or eating fresh. This variety is over 180 years old! 🍏

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#Heirloom #HeirloomApples
#YorkApples #CreasmanFarms #Local
#LocallyGrown #AppalachianGrown
#FarmFresh #FreshPicked
#GotToBeNCApples #AppleSeason
#AppleFarm

20w



Liked by monicholie and 38 others

SEPTEMBER 30, 2019

Add a comment...

Post

Entertainment

- Jokes, puns, silly stories—this kind of content can amuse and engage your audience!
- Did a vegetable grow to resemble a person?
- Did you dress up the farm dog in costume?
- Is someone on the farm a ham (maybe even your kids)?



creasmanfarms • Follow

Creasman Farms



creasmanfarms Just a couple of Dog-O-Lanterns Howlin' around 🎃👹❤️.

#HappyHOWLoween #BestPals

#FarmDogs #LifeOfAFarmDog

#PuppyPumpkins #LittleBelle #BigTink

#TinkErBelle #LifeOfTinkerBelle

#LifeOfBelleB

15w



buckim ❤️



15w Reply



Liked by **jenathan** and 43 others

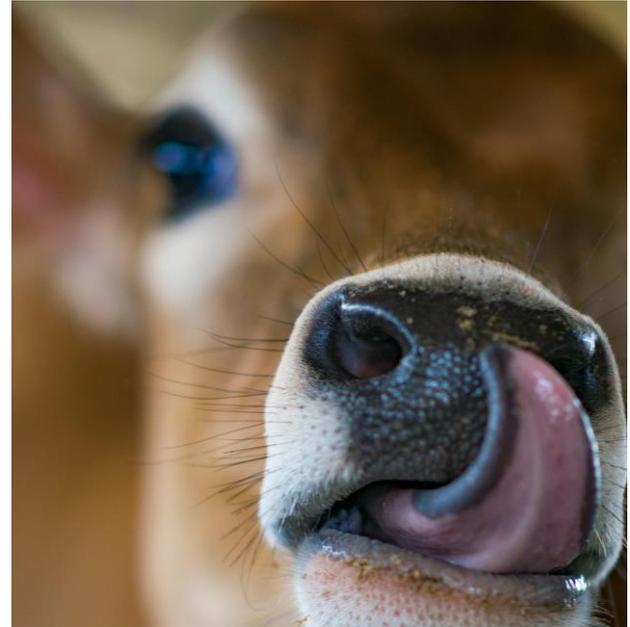
OCTOBER 31, 2019

Add a comment...

Post

Stop scrollers in their tracks: Tips for memorable posts

- Choose interesting subject matter.
- Make photography a priority. Facebook posts with photos get 87% more engagement than those without photos.
- Write engaging captions.
- Be creative.



Pay attention to lighting.

- Adjust lighting on phone/camera
- Time of day matters—morning or evening light is best
- Avoid glare or washout from sun
- Try to get your subject to glow



Frame & focus: multiple shots



Edit photos if needed.



Plan ahead: Stage your photos

- Photograph interesting times on the farm: baby animals, big harvest days, peak blooms...
- Arrange products (such as a CSA share) against interesting backdrops (think about texture or contrasting colors).
- Hire a professional photographer (see if you can barter/trade). Clean up the farm.



In the moment: Be ready

- Keep your phone with you while harvesting or doing farm chores so you can easily snap a photo if the inspiration strikes. Phones can take great photos for social media!
- Even if one person is handling social media, have everyone on the farm contribute photos, giving a more well-rounded view of the farm operation.



Write an engaging caption.



flyingcloudfarmfairview • Following

flyingcloudfarmfairviewnc Sometimes there is a pot of gold at the end of the rainbow 🌈. #zinnias #sustainablefarming @flyingcloudfarmfairviewnc @sidneyperkinson

lou.nunezz 🤩🤩 that's gorgeous



sarahelizabethmalinak Terrific shot!



Liked by ladyluckflowerfarm and 227 others

SEPTEMBER 6, 2018

Add a comment...



Be creative.





Planning & Strategy

What's working?

- **Pay attention to reactions** to different types of posts and use this to influence future post content, tone, and timing.
- **What do other farms or businesses do** on social media that you like?
- Instagram and Facebook business accounts give you **valuable insights** about your audience demographics and behavior.





ASAP - Appalachian Sustainable Agriculture Project @asapconnections

- Home
- About
- Events
- Photos
- Videos
- Reviews
- Posts
- YouTube
- Newsletter Signup
- Community
- Pinterest
- Jobs
- Promote
- Visit Ad Center



Liked Following Share

Create Live Event

Write a post... Photo/Video Get Messages

Boost an Instagram Post
Reach more people and get more reactions, comments and shares

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Stories
- People
- Messages
- Orders

Page Summary Last 7 days Export Data

Results from Feb 13, 2020 - Feb 19, 2020. Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. Organic Paid

Actions on Page February 13 - February 19

We have insufficient data to show for the selected time period.

Page Views February 13 - February 19

184
Total Page Views ▼23%

Page Previews February 13 - February 19

30
Page Previews ▲43%

Page Likes February 13 - February 19

15
Page Likes ▼25%

Post Reach February 13 - February 19

2,258
People Reached ▲4%

Story Reach February 13 - February 19

Get Story Insights
See stats on how your Page's recent stories have performed.

[Learn More](#)

asapconnections 9+ 



1,333 Posts 3,321 Followers 1,387 Following

ASAP
Community Organization
ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.
asapconnections.org/events/business-of-farming-...
306 W Haywood St, Asheville, North Carolina

[Edit Profile](#) [Promotions](#) [Contact](#)

[+](#) [Experience](#) [CSA Fair](#) [Farm Confe...](#) [Farm](#)



Photo 

 asapconnections 



This post is doing better than 65% of your recent posts. Promote it to reach a wider audience. [View Insights](#) [Promote](#)

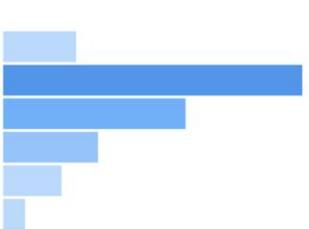
 Liked by [polkcountyfarms](#) and 89 others

asapconnections Tobacco barns hug the curves of most rural roads in Madison County, NC. On this week's Growing Local, hear how these stalwarts of

Insights

Activity Content Audience

Age Range  All Men Women



Gender 



8% Men 92% Women

Followers  Hours Days

When to post? How often?

- **Decide on a schedule** that works for you (daily, twice a week, multiple times a day) and be consistent.
- You may post less in the off season, but don't stop posting completely. **Remind your customers** to look forward to seeing you again.
- Generally, the **best times to post** on social media are lunchtime and in the late afternoon (3 to 5 p.m.). There's less activity in the evening and on weekends. Use insights to see when your audience is online.

Plan ahead.

- **Create a calendar.** This can be in your head, on paper, digital, etc.
- **Third-party apps**, such as HootSuite, let you to manage all of your social media. The free versions generally don't offer as many features as paid versions. These can be useful, but are not necessary.

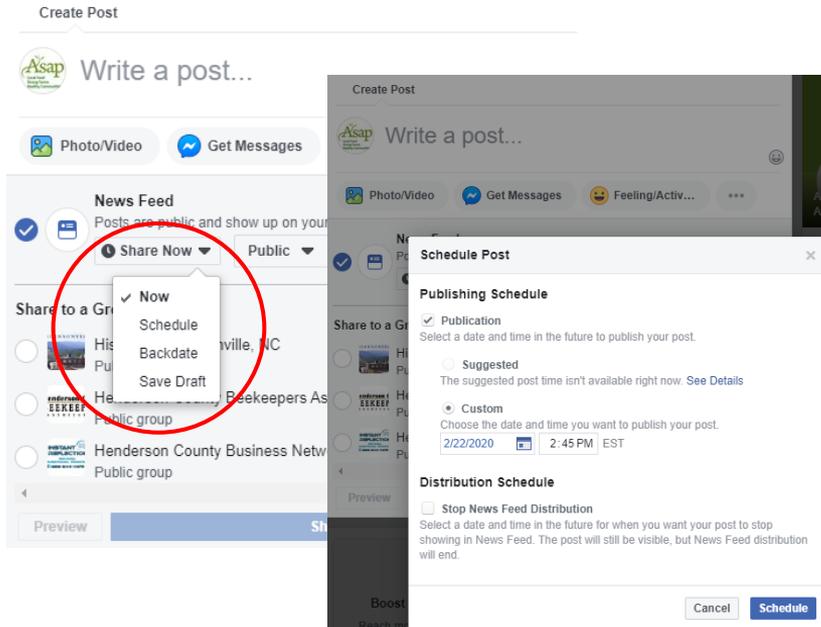


The image shows a digital calendar interface for February 2020. The calendar is displayed in a grid format with days of the week and dates. The top navigation bar includes a 'Today' button, navigation arrows, the month 'February 2020', search, help, settings, and view options (Month, grid, list). The user's profile 'Asap' is visible in the top right corner. The calendar grid shows events for the following dates:

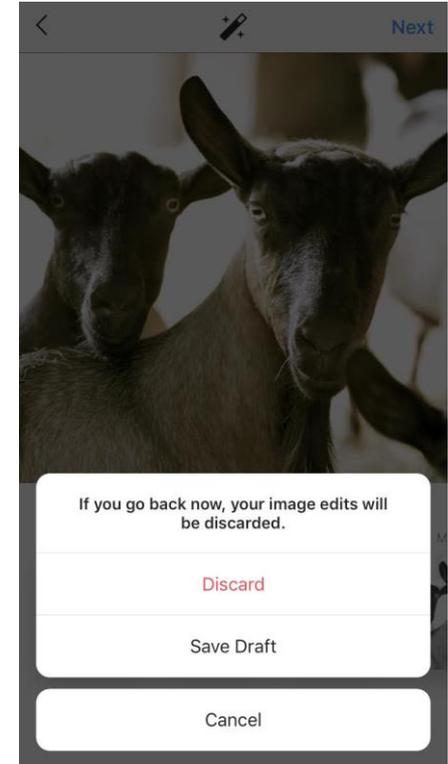
SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI 31	SAT Feb 1
	Growing Local	Full Share	JLA Volunteer Expo Feb 28	BOF early bird	tailgate market report	
2	3	4	5	6	7	8
	Growing Local	photo of the month	update LFG - carrot	missed early bird? other ways to	tailgate market report	

Schedule posts.

Scheduling is built into Facebook.



Scheduling in Instagram requires a separate app, such as HootSuite—but a hack is to save posts as drafts to quickly post them at a later time.





Building Your Audience

What the heck is a #hashtag?

- **A hashtag is like a filing system.** Store info about events, specials, and trending news.
- **Hashtags are searchable** and help new followers find you. The more you use, the more you will show up on search feeds.
- **Use the right hashtags.** Don't make one up unless you plan to use it consistently. Research what is used by your target audiences.
- **Keep a list.** Make it easy to paste into your posts.



creasmanfarms Big apples. Little apples. Green apples. Red apples. All the apples will be at @radfarmersmarket TODAY from 3 to 6 at @plebav! See you soon, friends!

.

.

#CreasmanFarms #GotToBeNCApples #FarmFresh #LocallyGrown #Tasty #AppalachianGrown #RADdistrict #RiverArtsDistrict #ExploreAsheville #FarmersMarket



creasmanfarms Sunday funday on the farm... pruned our youngest peach trees (all other pruning finished and brush chopped!), packed apples and got our first ever weather station installed and running! .

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#CreasmanFarms #FarmLife #WeatherStation #FarmersKnowWeather #SundayFunday

Useful Hashtags for Farms

#appalachiangrown #farmkids #communitysupportedagriculture
#farmlife #farmanimals #homestead
#farmerlife #farmtotable #organicfarming
#farmlove #loveyourfarmer #organiclife
#farmfun #knowyourfarmer #locallygrown
#farmliving #farmersmarket #_____ofinstagram (pigs, sheep)
#familyfarm #farmersmarketinspo #gottobenc
#womenwhofarm #farmersmarketfinds #828isgreat

Other Instagram Tools

- **Instagram Stories** are visible to people who don't follow you. Often used for reposting from other accounts. Save featured stories on your main page.
- **Instagram Takeovers**, where someone else temporarily posts from your account, can be a great cross-promotion and introduction to new followers.



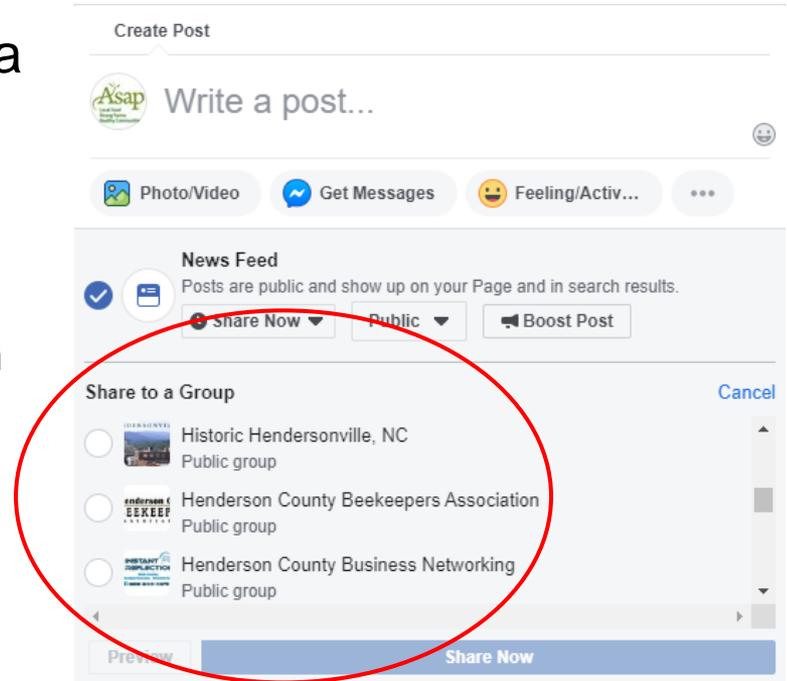
Understanding Algorithms

Facebook prioritizes posts by close friends, family, and groups in users' news feeds (as opposed to posts from businesses and media). This makes it challenging to reach your audience and new customers.

- **Engage:** It's not just about likes. Facebook rewards posts with "meaningful interaction." Start conversations, always reply to comments, "love" comments. Avoid bait ("like if you love tomatoes").
- **Video:** High-quality video is prioritized. If you have this skill, use it!
- **Post consistently:** Pages that post regularly & often are ranked higher.
- **Facebook Groups**
- **Paid advertising**

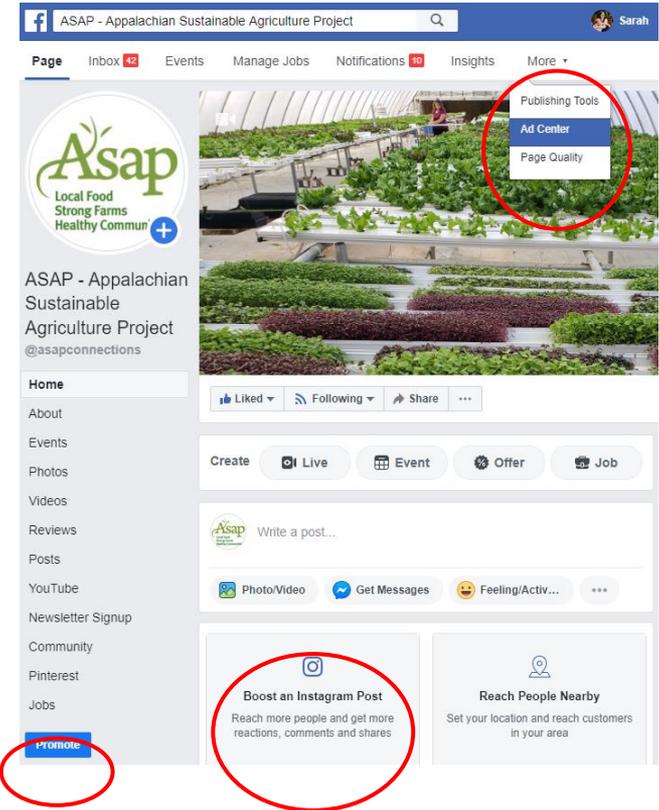
Facebook Groups

- You can join and **post to a group** as a business account.
- Engaging with groups can be a good way to **reach new audiences**.
- **Be careful walking the line between spam and promotion.** Understand a group's purpose and values.
- It can take a lot of **time and effort** to find the right groups and consistently participate in them.



Paid Advertising

- **Boost existing posts** that are performing well or **create new ads** in Facebook's Ad Center. Instagram promotions are managed here as well.
- **Set a budget**, as little as \$1 per day.
- **Define your audience** based on demographics and interests.
- Create a **lookalike audience** by using current followers or a list of customer contacts (must use Business Manager).





ASAP - Appalachian Sustainable Agriculture Project
@asapconnections

- Home
- About
- Events
- Photos



Your Pages:

- Healthy Eating in Practice
- Tiny Kitchen Catering
- Asheville City Market
- See More...

Business Manager.

ASAP

facebook Home

- Ad Manager
- Audiences**
- Ad Reporting
- Ad Account Settings
- Business Settings
- Events Manager

Add a Cover Photo



ASAP

2

Ad Accounts Overview Last 7 days

See Report 0 Impressions 0 Reach 0.00 Amount Spent

1 Ad Account (includes shared accounts)

Audiences

Ad Accounts

ASAP (166272676816793)

ASAP ID: 166

Pages

ASAP ID: 950

Create Audience

- Custom Audience
- Lookalike Audience**
- Special Ad Audience
- Saved Audience

Quick Look

Type Availability Source

Lookalike Audience

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

Healthy Eating in Practice

2

1

3



**Get
Inspired!**

Follow other farms.

- Working Hands Farm in Washington @workinghandsfarm
- Even Pull Farm in Oregon @evenpullfarm
- 3 Porch Farm in Georgia @3porchfarm
- Five Marys Farm in California @fivemarysfarms
- Culinary Gardener @theculinarygardener
- Olivette Farm @olivettefarmer
- Ten Mile Farm @tenmilefarm
- Colfax Creek Farm @colfaxcreekfarm

Do your homework.

1. Think of 5 tasks, chores, or crops that are coming up on the farm in March and jot down post ideas.
2. Plan a post in each of the categories.
3. Start taking photos and practicing!





Questions?