

• VIRGINIA • FARMERS • MARKET •

**VAFMA**

• ASSOCIATION •

# Recipe for Social Media Success

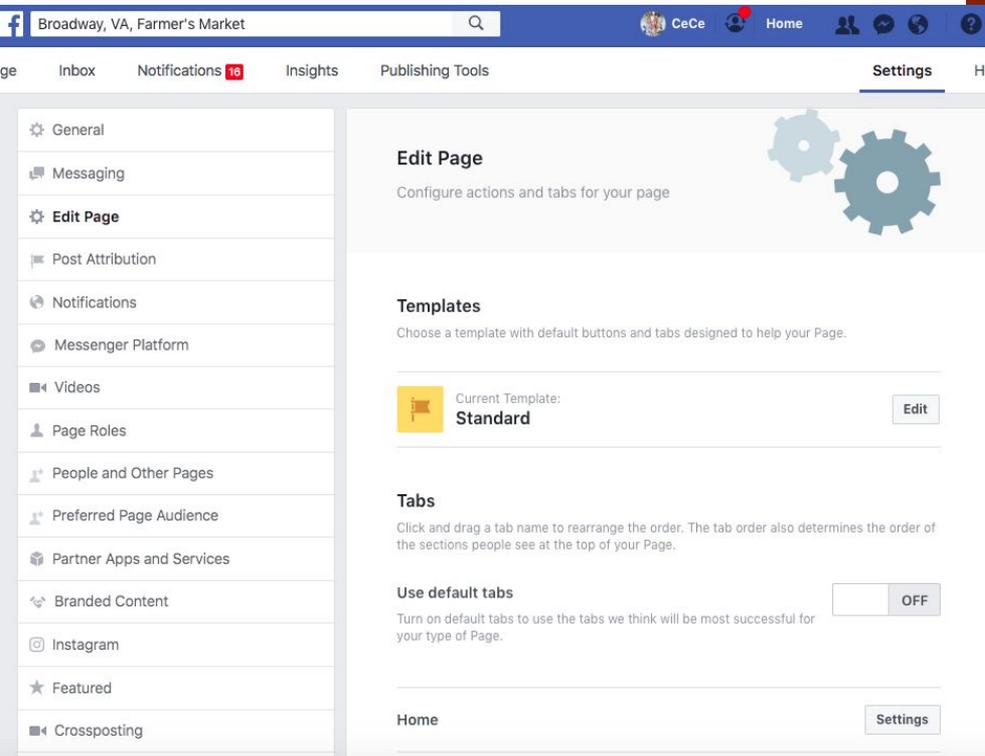
CeCe Dodd, VAFMA President

# Is your Market Social Media Ready?

First thing's first. Take a look at your page from the perspective of a customer. Click on the About tab. Is there enough information to help me find your market? Do I know that this is the market in Dayton, Virginia? Or is it Dayton, Ohio, or Dayton, Illinois???

- Are your hours of operation correct? Did you change it to be closed all winter, and have to change back for the season?
- Are there multiple ways to contact you? Phone, email, messenger, snail mail?
- If you have a mission statement, is it in the description section or listed as your “story”?
- Does your profile photo easily identify you to a new customer?
- Are your profiles consistent across all Social platforms?

# Page Settings



The screenshot shows the Facebook Page Settings interface for a page named "Broadway, VA, Farmer's Market". The top navigation bar includes the Facebook logo, the page name, a search bar, and user profile icons for "CeCe" and "Home". Below the navigation bar, there are tabs for "Inbox", "Notifications 16", "Insights", "Publishing Tools", and "Settings". The "Settings" tab is selected, and a left-hand sidebar lists various settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Videos, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Branded Content, Instagram, Featured, and Crossposting. The main content area is titled "Edit Page" and contains the following sections: "Edit Page" (Configure actions and tabs for your page), "Templates" (Choose a template with default buttons and tabs designed to help your Page), "Current Template: Standard" (with an "Edit" button), "Tabs" (Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.), "Use default tabs" (Turn on default tabs to use the tabs we think will be most successful for your type of Page. The toggle is currently set to "OFF"), and "Home" (with a "Settings" button).

## Facebook:

- Edit Page
  - Tabs
  - Add tabs, change the order they are displayed
  - You can also personalize the URL for each tab

Content

# Engage

## Emotion

Use photos and stories to connect with your audience and elicit an emotional response



**Broadway, VA, Farmer's Market**  
Published by CeCe Dodd [?] · February 7 · 🌐

If you are not a farmer, or don't have a well for a water source, you may not realize that we've been in a drought. Our farmers are intensely aware. Huckleberry Hollow Farm encourages us all to look at alternative water sources and rain collection practices....



**This week's rain has an impact on drought conditions here in the valley**

This week's rain is much needed here in the Valley and across the state as we try to recover from drought conditions affecting 97 percent of Virginia. But is...

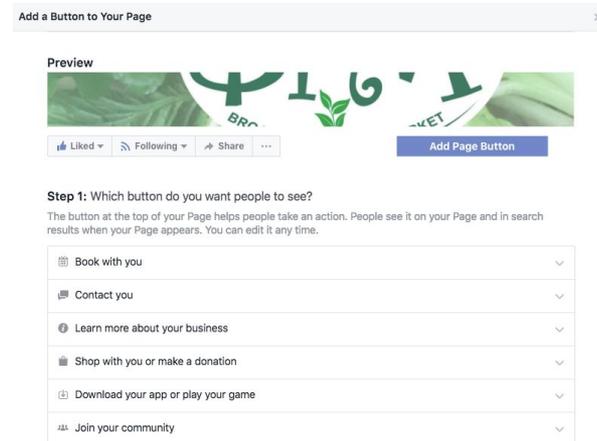
WHSV.COM

## Information

- Be informative
- Post infographics and metrics
- Share Market industry information, Health, Nutrition, Gardening and Wellness tips

## Call to Action

Either with a post comment or a call to action button, encourage dialogue and community connection



Add a Button to Your Page

**Preview**



👍 Liked ▾ 🔍 Following ▾ ➦ Share ... [Add Page Button](#)

**Step 1: Which button do you want people to see?**

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.

📅 Book with you	▾
📞 Contact you	▾
🔍 Learn more about your business	▾
🛒 Shop with you or make a donation	▾
📱 Download your app or play your game	▾
👤 Join your community	▾



Connect

# Tagging

Using the @ symbol before another person or page name will copy your post onto their timeline.

This gives the other page recognition,

Allows your audience to follow the tag and engage with the other page

Allows the other page's audience to link up with your page

Pro Tip: Have a note stored somewhere with a list of 20 relevant hashtags. Copy and paste them into a comment on your post.

# Hashtagging

Using the # before tagged words and phrases acts to show your post in user's search of that tag.

Users may also follow a tag and will see your post in their timeline even if not subscribed to your page.

Try in Instagram:

- Search for #FarmersMarkets
- Follow the #FarmersMarkets
- See what shows up in your feed

# Sharing

Sharing other page and user posts is similar to tagging, but you are “borrowing” their content to post on your page. Do so correctly and give them credit (Repost App for Instagram, Share on Facebook). Engage the community through local connections and shared posts.

# Event Tools

Page Inbox Notifications Insights Publishing Tools Settings Help

Broadway, VA, Farmer's Market  
@BroadwayFarmMkt

Home About Posts Events Email Subscription Groups Notes Community Reviews Photos Videos Promote

Like Following Share Send Message

**New! Manage Your Events More Easily in Publishing Tools**  
Schedule, publish or cancel multiple events at once or more quickly take action on a series of events.  
[See Publishing Tools](#)

[+ Create Event](#) [Share Events](#)

**Upcoming Events** [Share Events](#)

**MAY 5** **Broadway Farmers Market Opening Day 2018**  
Sat 8 AM - 9 friends are going  
Broadway, VA, Farmer's Mar...  
Broadway [Boost Event](#) [More](#)

## Facebook:

- Event Publishing Tools
  - Add events now, schedule to post later
  - Boost with promotions to targeted audiences
  - Track those “interested” and send a blast message reminding them of the event
  - Those “going” will get an auto reminder
  - After the event, add the number of attendees to see in “insights”

Measure



# Insights

Facebook • Instagram

- Track post reach, engagement
- Track Day of week/time of day your audience is on the platform
- Track which posts perform the best, add more of this type!
- Post Types
- Pages you watch

Page	Inbox	Notifications	Insights	Publishing Tools	Sett
Overview		10:46 pm	Updated their info in the about secti		0
Promotions		03/13/2018 10:43 pm	Broadway, VA, Farmer's Market u dated their business hours.	4	0 0
Followers		03/13/2018 10:42 pm	Broadway, VA, Farmer's Market u dated their phone number.	5	0 0
Likes		03/13/2018 9:57 pm	Exciting news!!!! We have a new c offee roaster vendor starting this	151	30 3
Reach		03/09/2018 10:36 am	Having fun at the John C Myers E lementary School 2018 Career Da	639	75 30
Page Views		03/08/2018 6:40 pm	2018 Market event dates are set! Are you ready??? We've brought	660	11 19
Page Previews		03/08/2018 1:42 pm	The one with the dog AND chicke n has me 🐶	1K	393 28
Actions on Page		02/11/2018 6:42 pm	Soon to be Spring	300	7 9
Posts		02/07/2018 10:44 pm	If you are not a farmer, or don't ha ve a well for a water source, you	507	55 15
Events					
Videos					
People					
Local					
Messages					

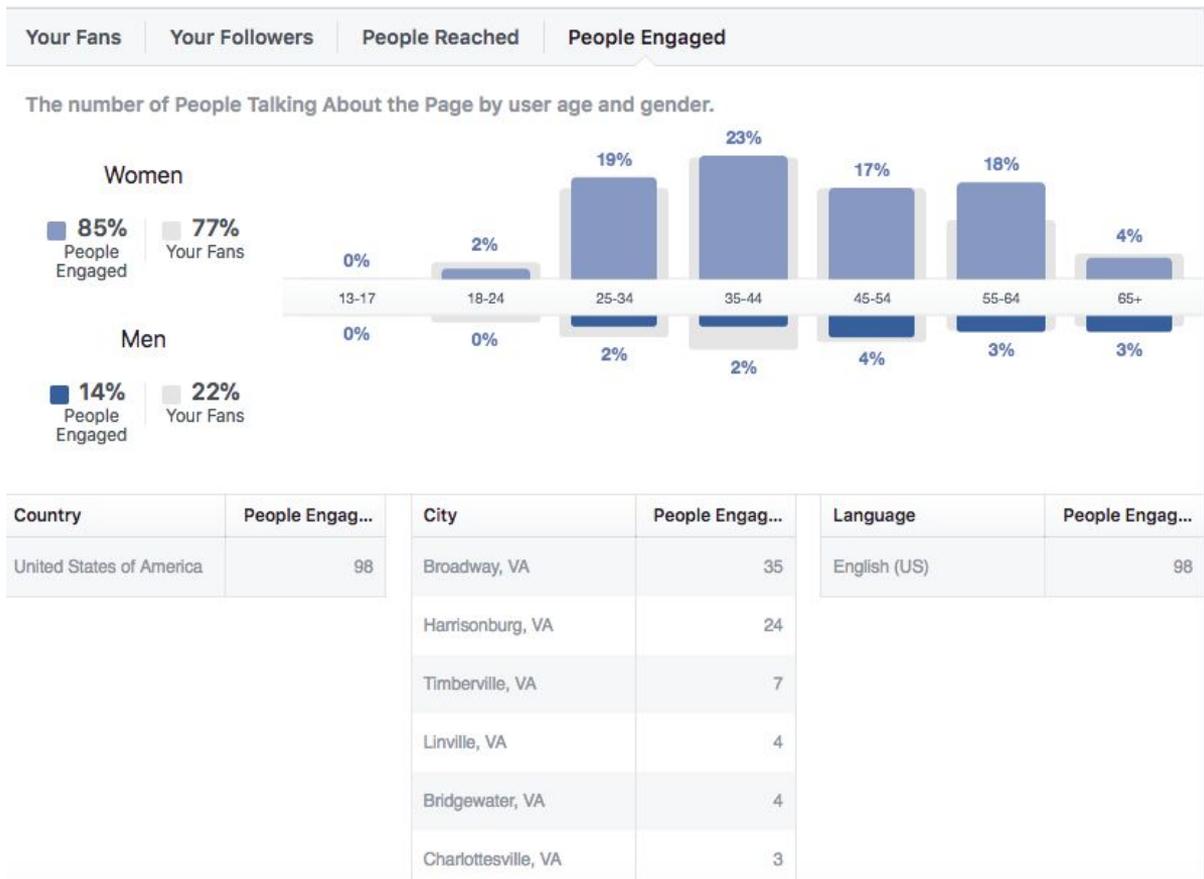
View Insights



# Demographics

## Gender, Age, location

Track for fans, followers, engaged audience. Use this to build targeted audiences for promotions.



# Compare

## Pages you watch

See how similar pages are performing.....get new ideas!

Go to Insights/Posts/Top Posts from Pages you Watch. Add pages to watch.

When Your Fans Are Online		Post Types	Top Posts from Pages You Watch		
Add Pages		Reactions, Comments & Shares			
Page	Published	Posts This Week		Engagement	
 <b>Farmers Market ...</b>	03/07/2018 10:51 am		What makes a farmers market successful? The U.S. Department of Agriculture asked farmers market	41 	
 <b>Farmers Market ...</b>	03/08/2018 11:10 am		Big news, folks! U.S. Department of Agriculture has announced nearly \$89 million available to fund	187 	
 <b>Harrisonburg Far...</b>	03/12/2018 6:03 am		The Market snowman is alive again! Enjoy the snow day everyone. ❄️	16 	
 <b>Salem Farmers M...</b>	03/13/2018 7:09 am		So what we hear you saying Four Oaks Farms LLC is we should kick off our St. Patrick's Day celebration by	4 	
 <b>Williamsburg Far...</b>	03/12/2018 11:43 am		Over 30 vendors will attend the March 24 Williamsburg Farmers Market with early Spring	69 	

Plan

# Pre-Plan Social Content

Use your mission, marketing goals, planned events and programs and a content calendar or scheduling app to get ahead! Draft as much content as possible in advance.

Resources:

- [www.nationaldaycalendar.com](http://www.nationaldaycalendar.com)
- [What's in season](#) (USDA)
- [Content Calendar](#) (Hootsuite)

Hungry for more?

# Join VAFMA's Market Manager Certification Program

Next level training and resources to make your market stand out!

[www.vafma.org](http://www.vafma.org)