

FARMERS OF COLOR NETWORK

SOCIAL MEDIA FOR FARMS & FARMERS

WHY USE SOCIAL MEDIA?

Social media can be a great tool to connect, learn, and promote your business. There is a lot of pressure to use social media as a business – but it may not be a priority for every farm, and social media success won't look the same for everyone. Before you begin, consider:

- What is my capacity? Do I have time, availability, and interest in managing social media for my farm or business? Can I take time to post a few times per week?
- What are my goals in using social media? How do I define success?
- How do people in my community already connect with me? Do they use social media? Who else do I want to reach?
- Which platform makes the most sense for me to use? If you have limited time, focus on one for now.

WHERE TO START

- Start by following accounts that interest you to get inspiration and ideas (see our list of "Accounts to Follow" to get started).
- Focus on the quality of your posts rather than quantity – practice taking photos and writing captions to develop your look and voice.

SHARE UPDATES + BUILD COMMUNITY

Let people know about what is happening on your farm. Share information about farm events and visits, and connect with your community by sharing photos of your harvest, your process, and your day-to-day farming experiences.

EXAMPLE: FOUNTAIN HEIGHTS FARMS

SHARE KNOWLEDGE

Are you growing a specialty crop? Reviving a traditional technique? Have tips for other farmers? Use social media to share your experience and expertise, and learn from others.

EXAMPLE: SANKOFA FARMS

ADVOCATE FOR FARMERS

Connect with organizations doing advocacy and organizing work around farming and agriculture. Share stories and examples of how policy impacts farmers.

EXAMPLE: A GROWING CULTURE

PROMOTE YOUR BUSINESS

Announce where to find your products at farmers markets or in stores, or sell directly on social media. Post information or stories about your harvest and photos, recipes, or tips on how to use what you grow and sell.

EXAMPLE: GREEN HEFFA FARMS



INSTAGRAM

Best for photos and videos, sharing day-to-day updates, and connecting with your community and other farmers.

- Post photos and stories (photos/videos that disappear after 24 hours). Stories are an easy way to start making short videos, if you are interested in getting into YouTube or other video content later on.
- You can have up to 5 instagram accounts – decide if you want to have one account, or keep your business and personal accounts separate.
- If you are joining as a business, set your account type to “Business Account.” This will allow you to access data and insights about posts that you can’t access in a personal account.
- Sell directly through Instagram by setting up a store in your profile (you will need a Facebook account and a website domain to do this).

FACEBOOK

Best for creating a business page to share information about your farm, and for sharing longer text posts, links, or flyers.

- If you are joining as a business, create a Facebook Page for your business. You will need a personal account to manage your business page.
- With a Facebook Page, you can assign multiple members of your team to be in charge of posting. Each person will need a personal Facebook account in order to be added.
- Ensure that you fully fill out information about your farm/business on your facebook page (hours, location, contact information, website link).



MAIL CHIMP

An email newsletter platform with easy-to-use templates.

- Free up to 2,000 contacts.
- Send regular newsletters with farm updates, harvest or product announcements, or event information.
- Make sure you have permission to email people (they have purchased something, signed up through an online form, have attended an event, etc.)

LINKEDIN

A professional social network used to share and find job opportunities, connect with organizations and others in the same field, and post professional updates.

- Create a personal LinkedIn page to share your personal updates.
- You can also create a LinkedIn page for your business through your personal LinkedIn page.

TOOLS

Connection: Connect your Instagram, Facebook, and Website to post to multiple platforms at once. Connect Instagram and Facebook using your Facebook business page. Connecting your website will vary based on your website host.

Design: Free design tools like **Canva**, **Crello**, and **Stencil** have free templates for well-designed social media posts.

Planning & Posting: Tools like **Later** and **Buffer** allow you to plan, schedule, and post to multiple social media platforms.

LinkTree: LinkTree allows you to post multiple links in your Instagram Bio. Sign up for an account and include links to your website, store, newsletter sign-up, etc.

