

REJUVENATING YOUR SOCIAL MEDIA PRESENCE

GET SOCIALLY SAVVY



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WHY IS THIS IMPORTANT?



- Farmers' Markets are, at least temporarily, changing, and how we need to interact with our customers may need to change with it.

AND SOCIAL MEDIA IS FREE!!!!

SOCIAL MEDIA

THE LARGEST SOCIAL MEDIA PLAYERS INCLUDE:

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Snap Chat
- And many more



GETTING STARTED



- Your Story (About...edit page info...description)
- Change your profile pic
- PIN it
- Find your tribe
- Create content
- Follow-up
- Post regularly 3-5x week – 80/20

QUICK TIPS –

- Spotlight your partners
- Include visuals – take quality pics
- Change times that you post
- Schedule your posts
- Don't worry about negative comments



ANALYTICS

Facebook

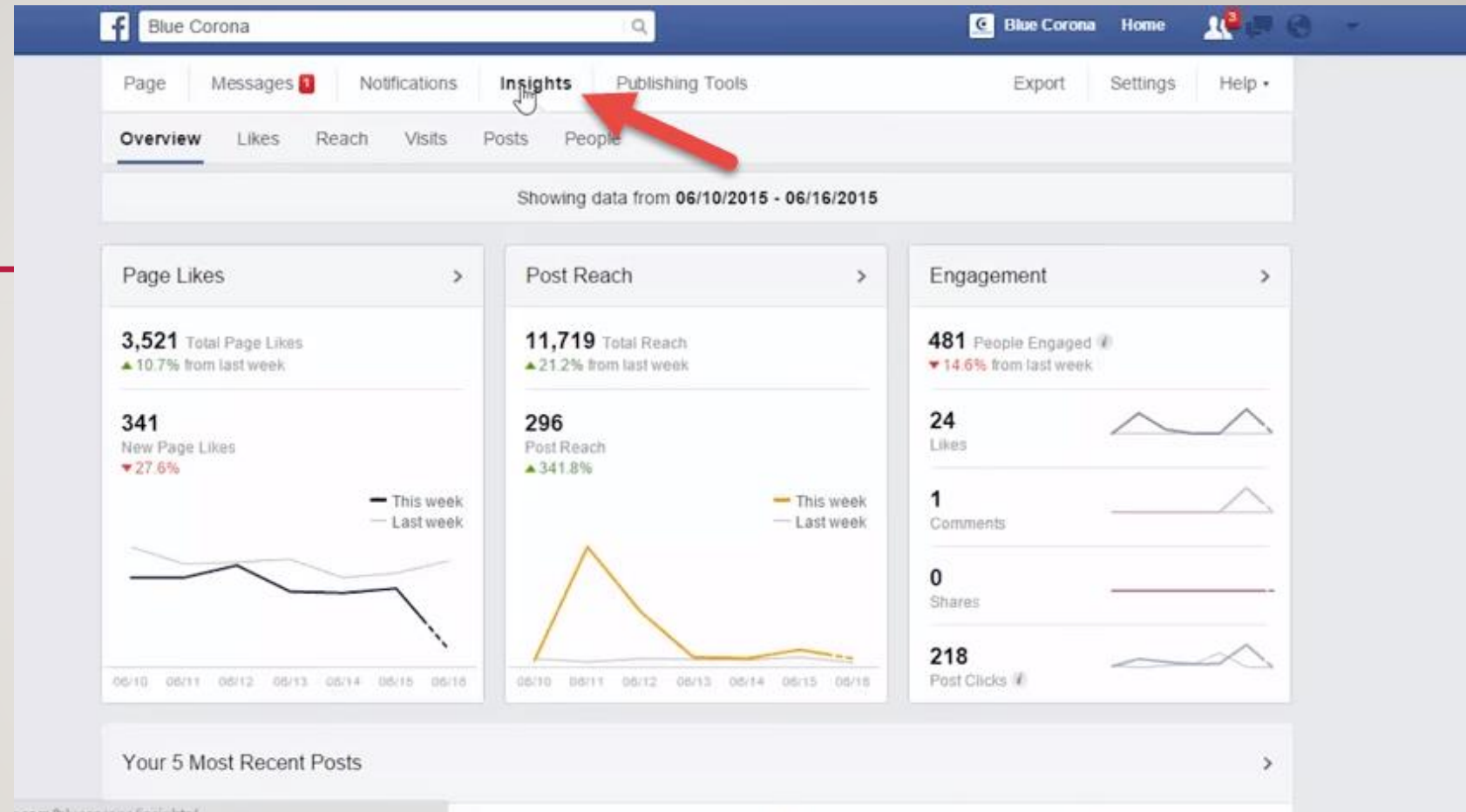
- Must have a Business Page
- Insights

Twitter

- Tap Profile
- More
- Analytics

Instagram

- Must have transitioned to a business account
- My Profile Page
- Audience



Boost

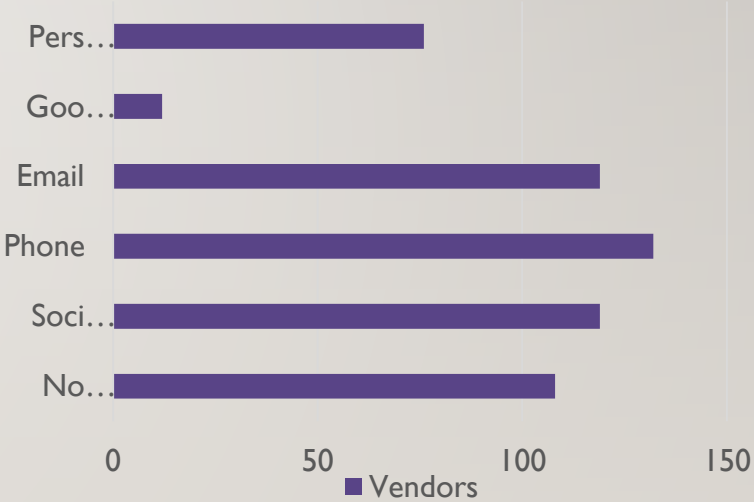


ADDITIONAL SUPPORT



- MFMA Thursday Open Forums – 1:00 pm www.mfma.org
- FMC is working on several upcoming webinars
 - Online Sales Platforms for Market Organizations – End of April
 - Supporting Market Vendors During Covid-19 – likely second week of May
 - (MFMA members get free access to FMC resources. Contact me for link)

Vendor Sales Forms in Addition to FM



Square Paypal Localine Shopify Etsy (crafts)