

NEIGHBORHOOD FARMERS MARKETS

Successful Social Media Guide

Highlighting:

Floret Flower Farm in Skagit Valley: Visual, Informative, Inviting, and Captivating



3k Twitter Followers



49k Facebook Followers



482k Instagram Followers

BRAND: WHO ARE YOU?

- People want to know about YOU
- How do you stand out?
- Replicate the theme everywhere you are

PERSONAL + CONSISTENT



KNOW YOUR FOLLOWERS

- Utilize tools that the platforms provide: get to know who's interested in you
- Interact with your followers and follow users who you like, too!
- Show appreciation for their appreciation
- Show off your non-internet, "real life" communities
- Share and support each other! (#hashtags @geotags @followers)



FARMER-FLORIST
COLLECTIVE



COMMUNITY FOCUS

STRIKE A CHORD

- Get people emotionally invested, wanting to learn more
- Make call-backs and give updates
- Ask their view
- Share your knowledge



TELL A STORY



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Social Media Best Practices



CURATE

Post a variety of photos but all encompassing the same visual theme



CONNECT

Tag other accounts, use geotags, and hashtags to increase discoverability and enlarge the audience.



ENGAGE

Get the audience to participate by holding contests and posting user-generated content - it strengthens the relationship significantly.



STANDARDIZE

It's always quality over quantity: post often and during optimal times. Mondays and Thursdays tend to drive most engagement.



DIVERSIFY

Share content in different formats: text, photo, video, gif and always post natively



REFRESH

Update profile photos and content with new/recent information or visuals

CREATING CONTENT



LIGHT



COMPOSITION



VIEWPOINT



CONTENT BUCKETS



ORIENTATION



MARKETING CALENDAR

WHAT'S WHAT?



WEBSITE

Resource Home:
a place to find information about your business, long-form updates via a blog.

Search engine optimization



FACEBOOK

Friends + Info:
room for longer posts and sharing. NOT your only online presence.

Advertising, sharing, liking



INSTAGRAM

Visuals:
Instant (and planned) visual updates, live-action stories, 'feed' focused.

#hashtags, @followers, geotags



TWITTER

Conversation:
An active discussion with limited space and some visuals. Best results when very active.

#hashtags, retweets