



FOOD ACCESS FORUM

MAXIMIZING SOCIAL MEDIA

TINA EIFERT, REGIONAL LEAD
HANNAH LADWIG, REGIONAL LEAD

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A POWERFUL MARKETING TOOL

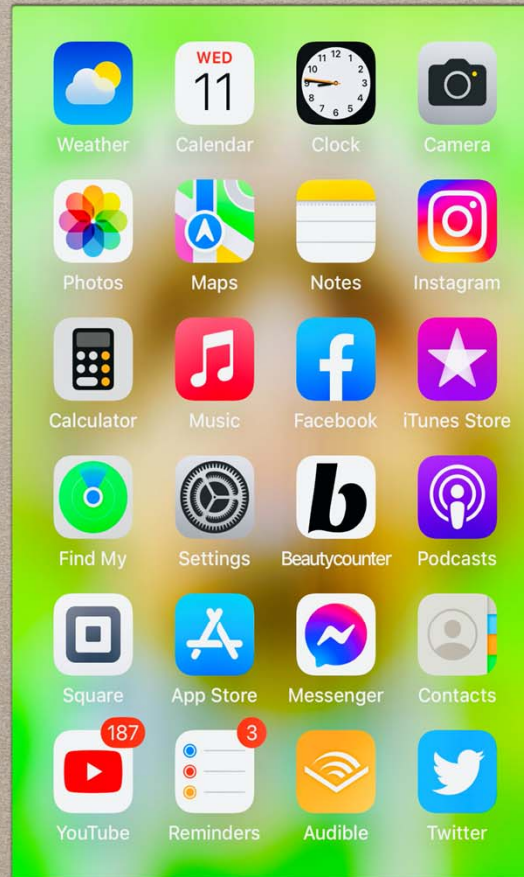
Practice four simple goals of social media:

- build your market's brand
- raise awareness
- announce events
- profile products and people



FACEBOOK:

- 2.96 BILLION USERS



INSTAGRAM:

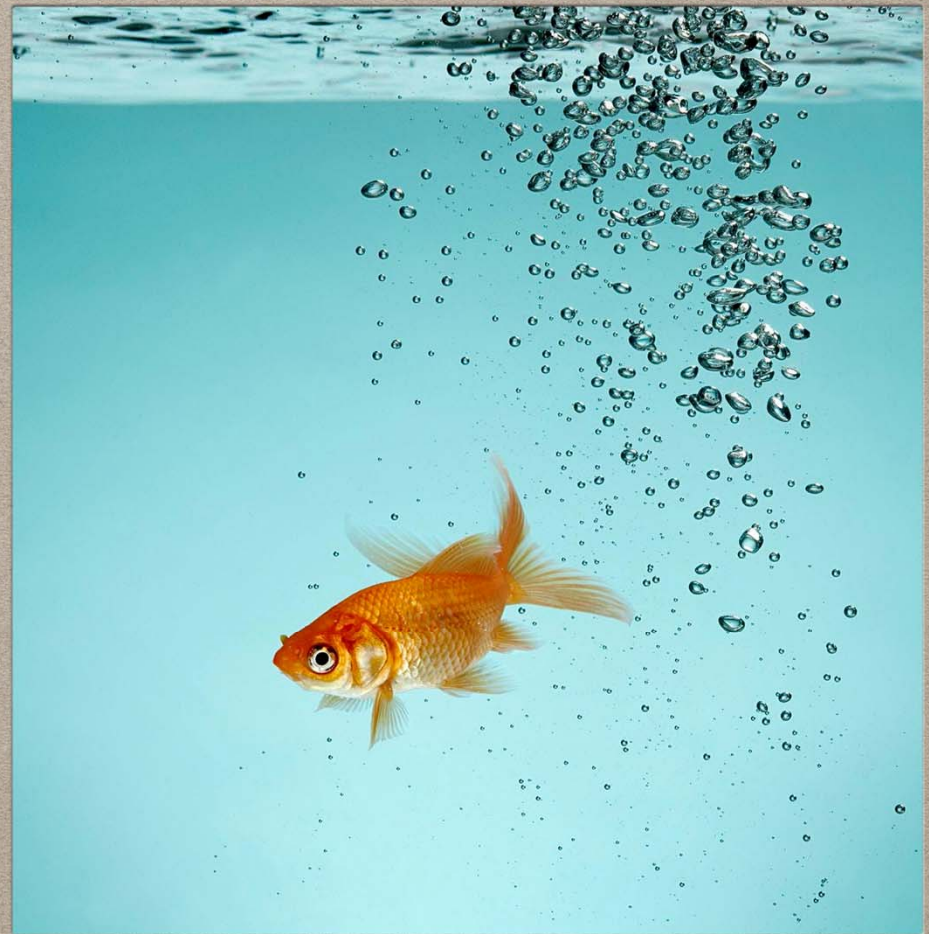
- 2 BILLION USERS

THE GOLDFISH EFFECT

ACCORDING TO A RECENT MICROSOFT STUDY, OUR ATTENTION SPAN HAS DROPPED 25% SINCE 2000.

IT'S NOW LESS THAN A GOLDFISH!

GOLDFISH = 9 SECONDS
HUMAN = 8 SECONDS



ENGAGEMENT:

- Keep user names **consistent** across platforms.
- **Don't over post**, but create presence 4-7 times per week.
- **Schedule** several posts once a week, for efficiency.
Add native posts as opportunities arise.
- Use high quality, **crisp images**. More isn't always better.
- Get comfortable with **video**. Short (5 - 15 second) videos get a boost on media's algorithms. **Stories** are effective blasts on both platforms.
- Use shorter sentences and **fewer words**.

WHAT'S RELEVANT?

- Updates
- Pictures/videos
- Education
- Events
- Vendor and product profiles
- Social awareness
- Food Access Programs





DIVERSIFY CONTENT, CONSIDERING THE INTERESTS OF YOUR VARIED AUDIENCE, INCLUDING CUSTOMERS, VENDORS, SPONSORS AND THE COMMUNITY AT LARGE.

LET'S DEFINE ENGAGING
HINT: THIS IS NOT IT.



“The engaging stories of our markets are better told close-up”.

–Me (Tina), I said that



THE THREE CS OF SOCIAL MEDIA:

- CREATE ~ organic posts and messages
- CURATE ~ share posts or stories from your network
- CONVERSE ~ engage your followers



























UTILIZING MULTIPLE IMAGES

3-5 IMAGES, COMPLIMENTARY COLORS, PAIR A SINGLE LANDSCAPE IMAGE WITH MORE INTIMATE COMPOSITIONS



ENGAGING POSTS

CAPTIVATING IMAGES, SHORT,
CONCISE TEXT, QUICK BITS OF
INFORMATION

We're singing the praises of tomatoes, today!
This heirloom variety at [Sow & Sustain Farm](#) is
ultra photogenic and tastes like sunshine.



VENDOR SPOTLIGHTS

HIGHLIGHT PEOPLE AND THEIR PRODUCTS

We're thrilled to welcome Lauren, with [Sow & Sustain Farm](#), back to our market!

This woman owned and operated, one acre micro farm, specializes in pesticide-free and sustainably-grown vegetables and medicinal herbs.

Stop by and tell her hello!

:: 🌿 NEW THIS WEEK! 🌿 ::



ENGAGEMENT

REQUEST PARTICIPATION

Produce Pals kids:

If you completed the "eat a rainbow"
homework activity from yesterday's market,
show us a picture with your favorite vegetable.



PROMOTING FOOD ACCESS PROGRAMS

- Avoid photos of faces
- Use stock images from the SNAP Market Match google folder
- Use images of the Quest card or program materials (be sure not show card #)
- Photos of SNAP/ SNAP Match or FMNP eligible foods

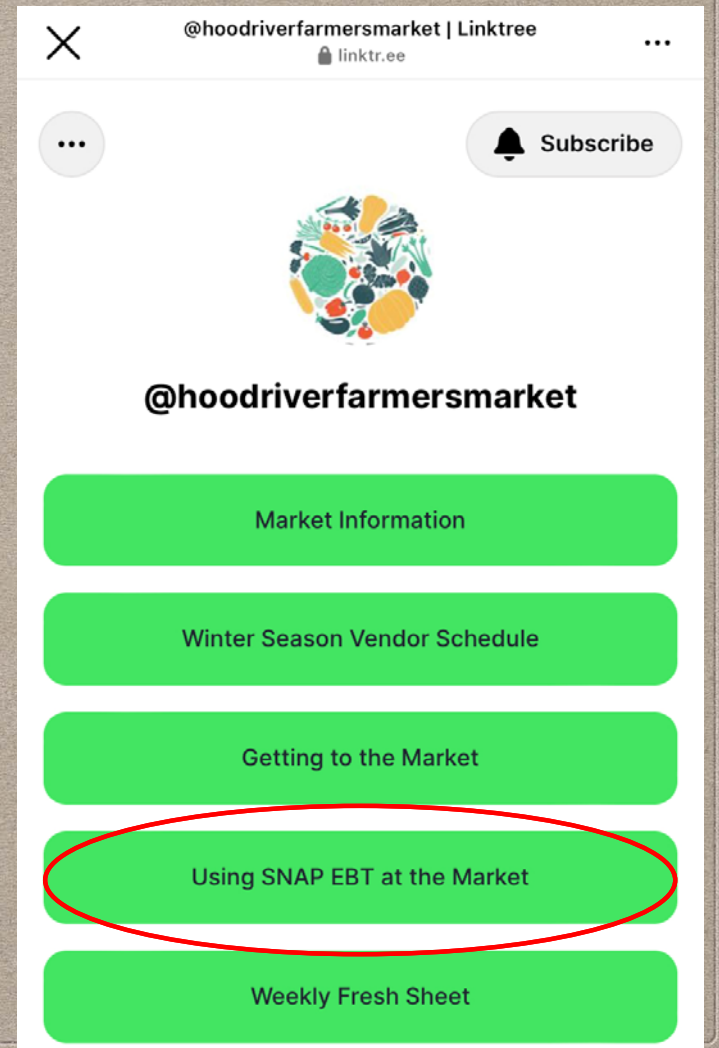




PROMOTING FOOD ACCESS PROGRAMS

MAKE IT EASY TO FIND MORE INFO

- Link in bio
- Add a link to your Story



ENGAGEMENT

LOOK BEYOND YOUR FOLLOWERS



ENGAGEMENT

LOOK BEYOND YOUR
FOLLOWERS



Hannah Ladwig ▸ White Salmon Happenings



The [White Salmon Farmers' Market](#) opens tomorrow (Tuesday)! Shop 4pm - 7pm in the park every Tuesday through September 15. Find more info about the market here: www.gorgegrown.com/whitesalmon. \$40 SNAP Match for customers using EBT or Pandemic EBT (that's a free \$40 to buy fruits and vegetables for when you use SNAP). Come to the info booth (orange tent) to learn more!



WHAT'S THE DEAL WITH REELS?

GETTING STARTED

Aim for 5 – 15 seconds; reels loop and short ones will count multiple views

Take simple videos at the market:

- span a vendor's booth
- time lapse videos of foot traffic
- it's okay to reuse video!

Layer over text + music or voice audio

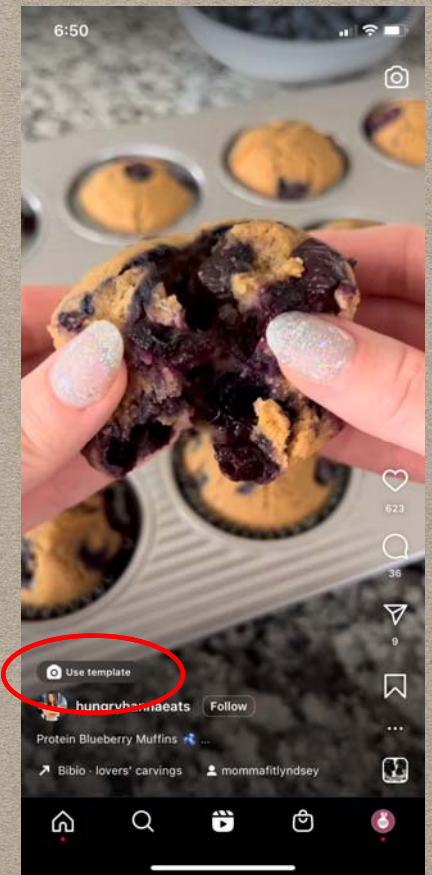
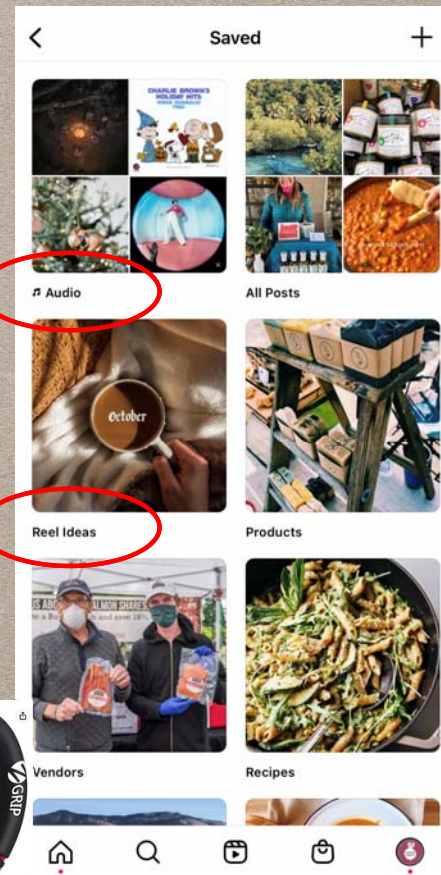


WHAT'S THE DEAL WITH REELS?

STEP IT UP

Gather inspiration from created content

Save reel ideas and audio



PLAN FOR SUCCESS

Craft a monthly checklist for your social media goals.

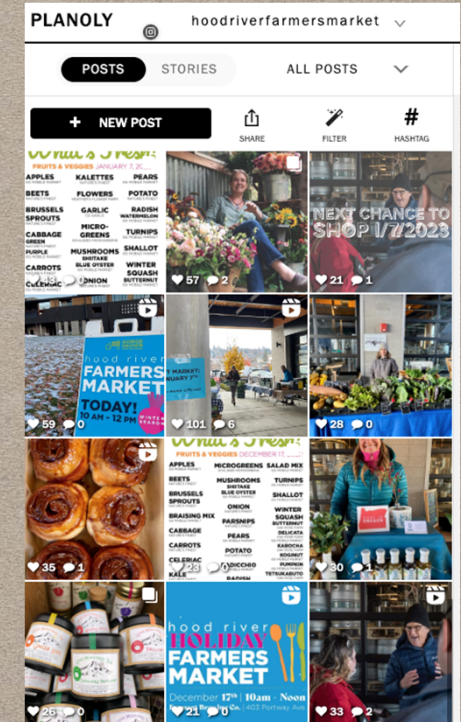
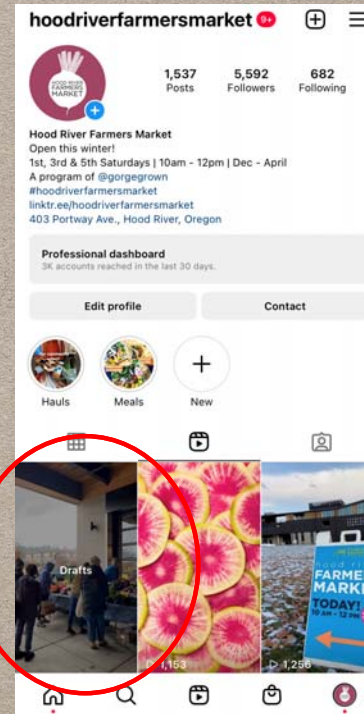
- Incorporate posting food access program information into your overall social media planning

Set aside time weekly to plan, draft and schedule posts

Save Reel drafts in Instagram

Use a scheduling tool to plan photos

- Schedule an auto post or just a reminder for you to post



	July 2023	August 2023
Monthly Checklist:	<ol style="list-style-type: none"> 1) Staff Highlight 2) Food Access info 3) farmer highlight 4) sponsor post 5) Weekly Reel #1: 6) Weekly Reel #2: 7) Weekly Reel #3: What's In Season? 8) Weekly Reel #4: National Farmers Market coming up week highlight <p>Post Market reminder in community FB Groups</p>	<ol style="list-style-type: none"> 1) Staff Highlight: All FM Staff (ntl fm week!) 2) Food Access info 3) farmer highlight 4) sponsor post 5) Weekly Reel #1: x # of reasons to shop at the farmers market 6) Weekly Reel #2 7) Weekly Reel #3: What's In Season? 8) Weekly Reel #4 <p>Post Market Reminder in Community FB Groups</p>

USEFUL RESOURCES:

- www.wafarmersmarkets.org,
Farmers Market Toolkit, chapter 8
- <https://farmersmarketcoalition.org/farmers-market-social-media-cheat-sheet>
- <https://farmersmarketcoalition.org/resource/using-short-clip-videos-to-connect-with-customers/>
- <https://farmersmarketcoalition.org/resource/beautiful-photos-for-busy-market-operators-webinar/>



SNAP/SNAP-ED RESOURCES:

- <https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program>
- <https://doh.wa.gov/you-and-your-family/nutrition-and-physical-activity/healthy-eating/snap-match-programs/snap-market-match/farmers-market-information>
- <https://snapedtoolkit.org/>



**THANK YOU FOR
ATTENDING TODAY'S
FOOD ACCESS FORUM!**



CONTACTS:

- Tina Eifert
WSFMA Regional Lead,
Southwest WA
eifertgirl@gmail.com
- Hannah Ladwig
Gorge Grown Food Network
WSFMA Regional Lead,
Columbia Gorge
hannah@gorgegrown.com

