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.
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
USEFUL RESOURCES:

- [www.wafarmersmarkets.org](https://www.wafarmersmarkets.org), Farmers Market Toolkit, chapter 8
- [https://farmersmarketcoalition.org/farmers-market-social-media-cheat-sheet](https://farmersmarketcoalition.org/farmers-market-social-media-cheat-sheet)
- [https://farmersmarketcoalition.org/resource/beautiful-photos-for-busy-market-operators-webinar/](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://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