MODULE 3: Digital Communication, Content Sharing and Responsible Practices. How to share the digital content through digital platforms?

CONTENT 5: How to post on social media

➔ SOCIAL MEDIA IS AN IDEAL TOOL FOR FARMS

➔ FARMING IS VISUAL, OFFERS STORIES

➔ PEOPLE CARE ABOUT FOOD:

- Many are craving a connection to food and nature.
- People from all corners of the world are sharing photos of what they eat.
- 373.8M posts on Instagram for #food and 2.4M posts for #localfood to date.

Source: Google photos

INSTAGRAM

Key points to post on INSTAGRAM

WHAT: CONTENT

- **Tell a story**: short, current reality, routine: operation, products, farm
- Add emphasis on the areas wanted to advertise: crops, livestock, food, events, tips
- Promotion, sell products

full_belly_farm • Following
Guinda, California

full_belly_farm "Grandpa Joe" will be 97 years old next month. He's the father of Full Belly Farmer Paul. He grew up herding cows in the Swiss Alps and when he was 5 years old, he was given his first cow to milk. He used to milk 30 cows twice a day by hand... and this was the first time he has milked a cow in over 50 years. He's now almost completely blind, but when we sat him down in his chair, he tucked his head right next to Violet the cow's belly and got almost every squirt of milk into the bucket. We are so thankful for the multigenerational stories that come along with family farming and the sweet moments that come with living a life of working with your hands.

Liked by lylaschoenig and 1,812 others
AUGUST 31, 2019

https://www.youtube.com/watch?v=AchIWfoLnTQ

WHEN: TIME

- Shedule
- You may post less in the off season, but don't stop posting completely
- Best times to post on social media:
- ➢ **On weekdays between 10am and 3pm** (people browse before work and during lunch).
- ➢ On the weekend there is less activity (people are out).
- ➢ On **Sunday evening** activity returns (people is ready for another working week).

https://shorturl.at/WaMyJ

HOW: CONNECTION

- Use # **hashtags**
- Read and reply to **comments**
- Share, comment, **likes, links**
- **Tag** profiles @
- **Follow and interact** with other businesses, influencers, customers
- Edit and take good but casual **photos**: light, filters, selfies, special moments

LIKES   COMMENTS   SAVES   SHARES

https://www.youtube.com/watch?v=enq1eH7wdxs

Co-funded by the European Union

Features to post on INSTAGRAM

STORIES

- They last only 24h
- Moments of your day, face time: share pictures or short videos

Highlights

- Keep important stories forever in your profile page

Live

- Live video

REELS

- Reels: videos of 60 seconds to share, multi-clip, with audio

POSTS / BOOSTING POSTS

- Photo or multiple photos in your feed
- 60 seconds videos
- Boosted post to a targeted audience showed like a sponsored ad

Selling products

- Tag a product in the post

INSIGHTS

- Audience demographics, analytics and behavior : interactions, age range, gender, followers...

Functions to post on INSTAGRAM

STORIES

- Interactions (questions, surveys)
- CTAs and promotions
- Minimal effort
- Personable

Live

- Streaming video / broadcast live
- Allows users to watch and comment
- Show them behind-scenes aspects

REELS

- Make engaging educational content easily
- Jump on current tren and tie your content to other trending topics

POSTS / BOOSTING POSTS

- Promotion
- Advertising

Selling products

- To see the price and product
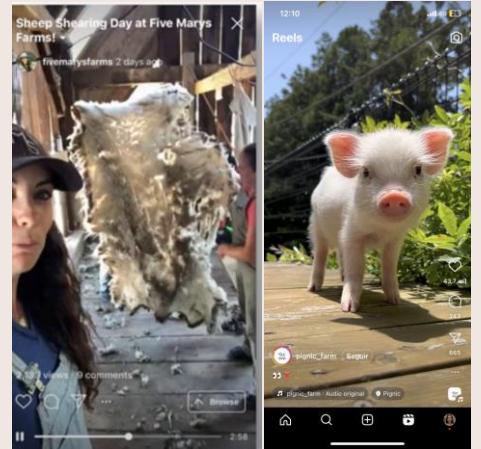- It will drive to your ecommerce website

INSIGHTS

- Explore follower demographics and behaviour
- View post metrics
- Evaluate stories metrics
- View paid ads and boosted posts data
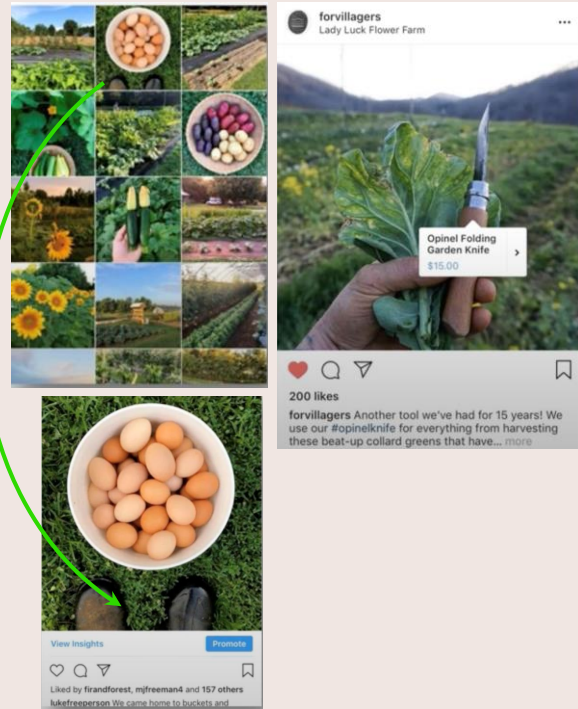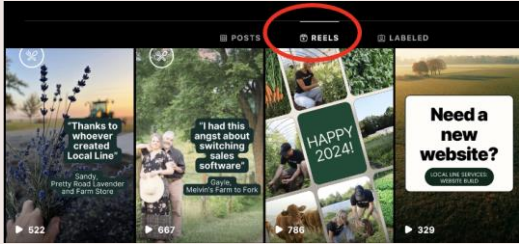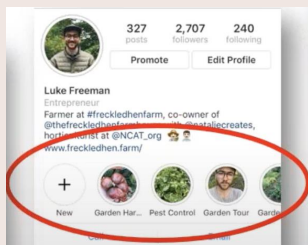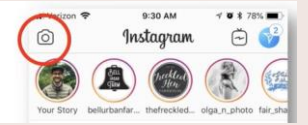
Appearance of posts on INSTAGRAM
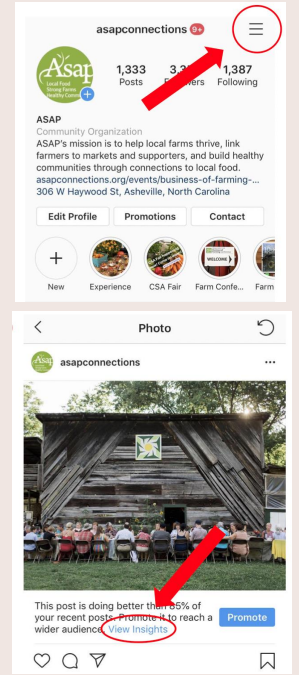

STORIES

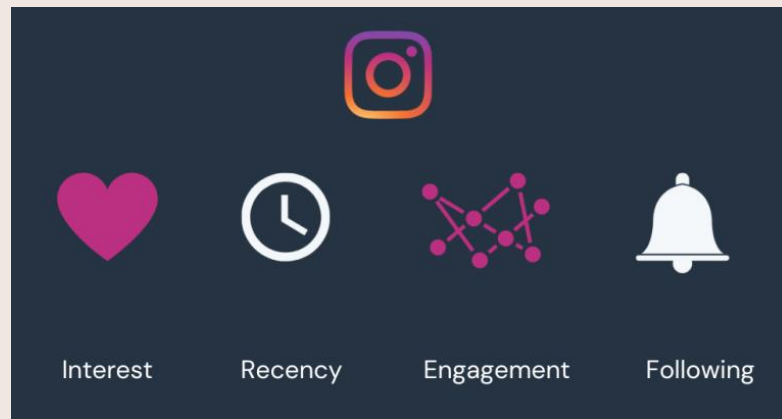**REELS**

POSTS / BOOSTING POSTS

INSIGHTS

Source: Instagram

Understanding the algorithm

- How IG prioritizes content:

  o Based on user's interest
  o Recency of authors' posts
  o Relationship autor
  o Frequency of visits
  o How long users spend on IG

Source: LinkedIn

- Content prioritized from friends, family and people users interact with on a regular basis

- IG says: No preference to personal over business accounts

  So: engage, video, post consistently, groups, paid advertising

STEPS TO POST IN INSTAGRAM

1. Instagram.com profile

2. POST

3. INSIGHTS

FEED POSTS ⬜ BOOSTING POSTS

STORIES

REELS
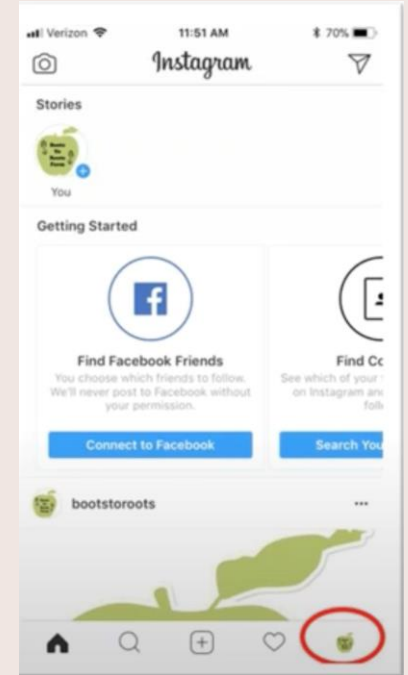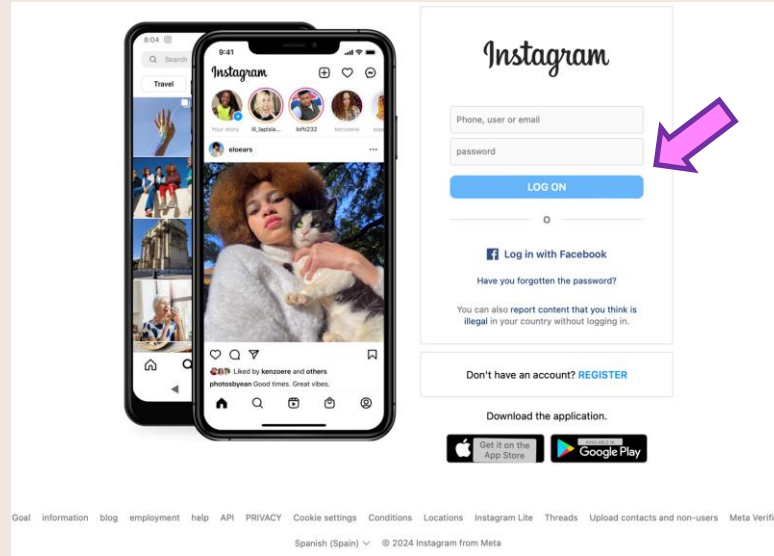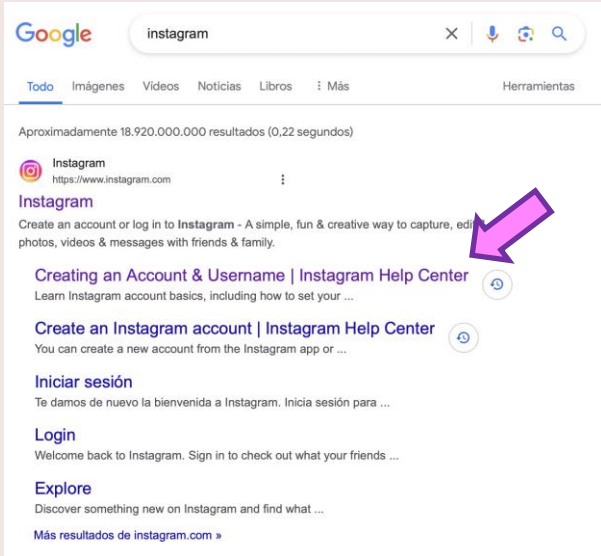
STEP 1: INSTAGRAM

Go to instagram.com and log on ➝ Main screenhome

STORIES

Source: NCATATTRA Youtube
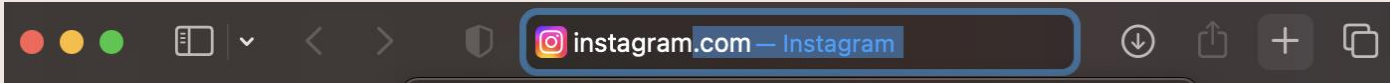
POST a STORIE

1 Tap on the circle containing your profile

2 Select "story" and post a photo

Make a photo like if you were in your camera ⟹ Tap on the white circle

Upload a photo of your gallery ⟹ Swipe up the screen and Select the photo

3 You can now add music here

Edit the storie: add music, stickers, text...

4 Upload it

HIGHLIGHT a STORY
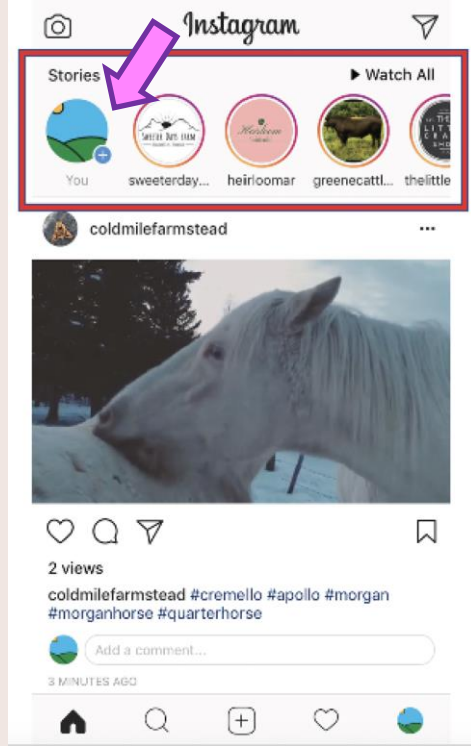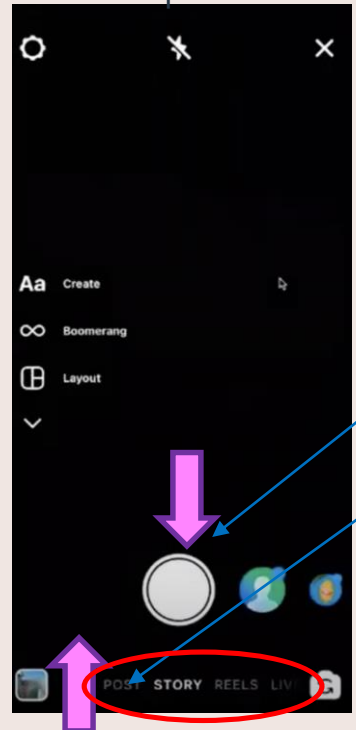
1 Tap on your profile picture and tap :
- the three lines or
- the plus (+) above the grid

2 Select Archive

3 Select the story you want to highlight

4 Tap the heart icon "highlight"

5 Add it to a new or existing folder: edit cover & name
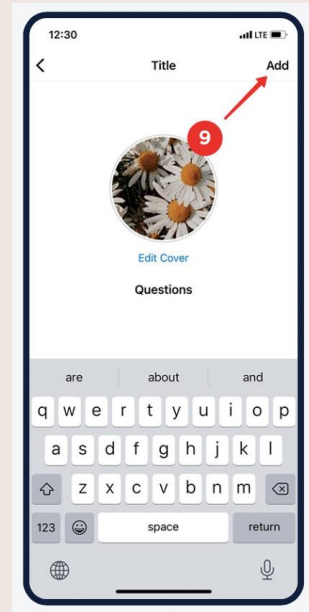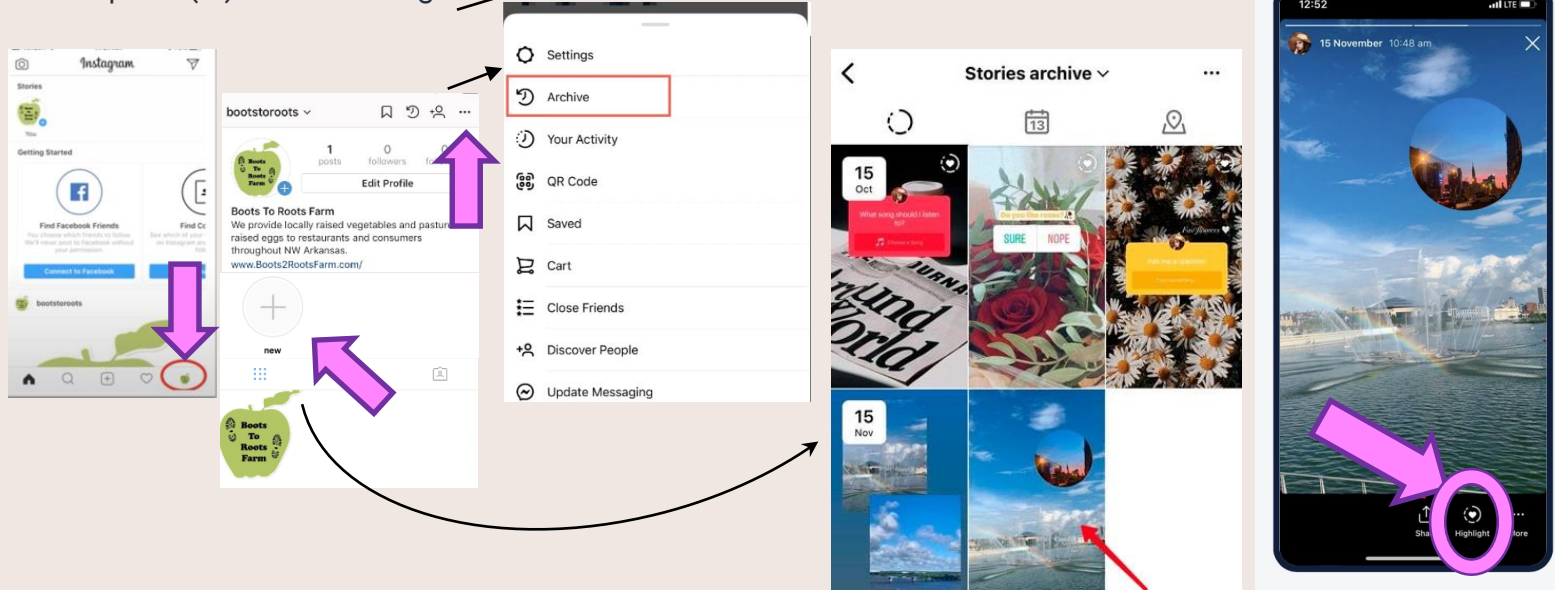
This is how it looks on your profile

Click on the other circles to view the stories from other accounts that you follow.
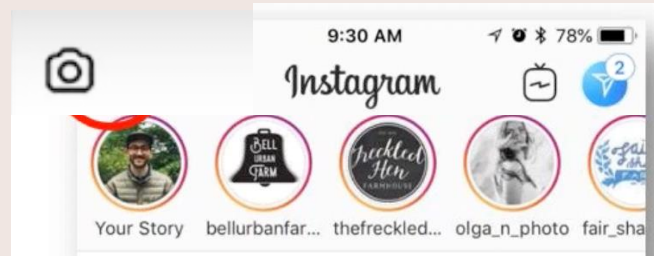
STEP 2: POST

REELS

POST a REELS

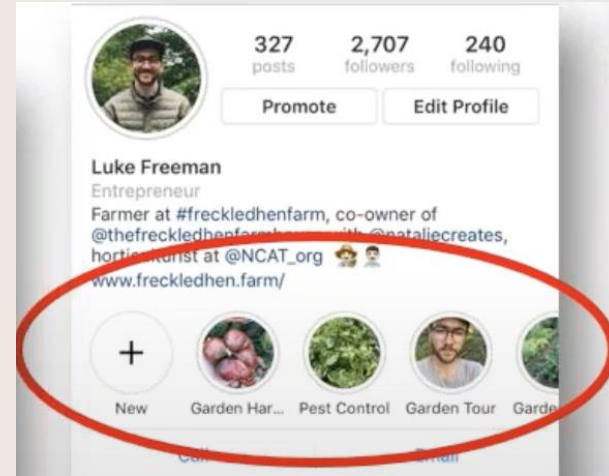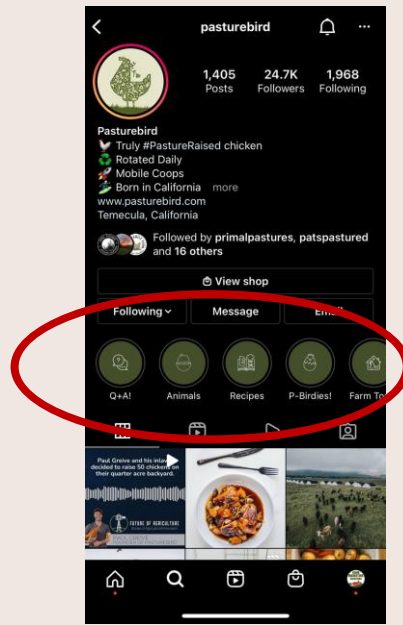**1** Tap on the circle containing your profile / by swiping right on the home screen to see Instagram Stories tool or Tap on the (+) icon on the bottom
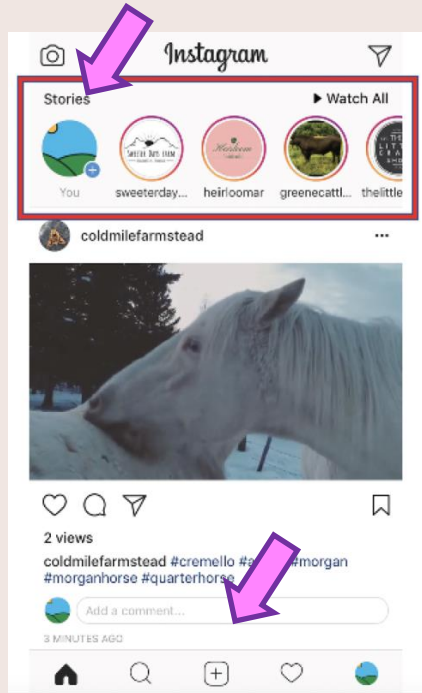
2 Choose "REELS"
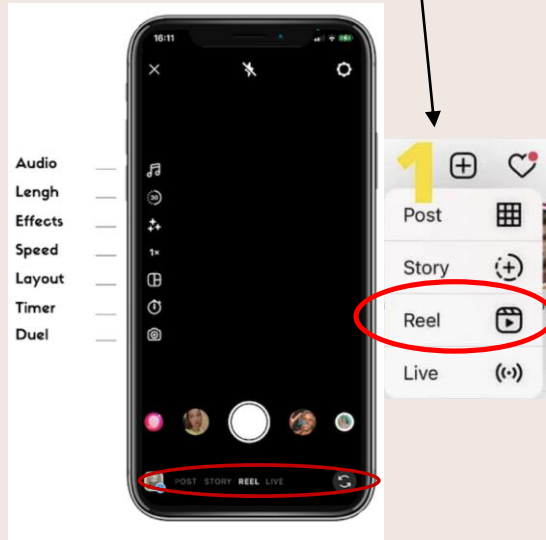
3 Like Instagram Stories :

you can start recording by hitting the record button = white circle

upload video from your gallery by swiping up and select

1 or more videos   sequence
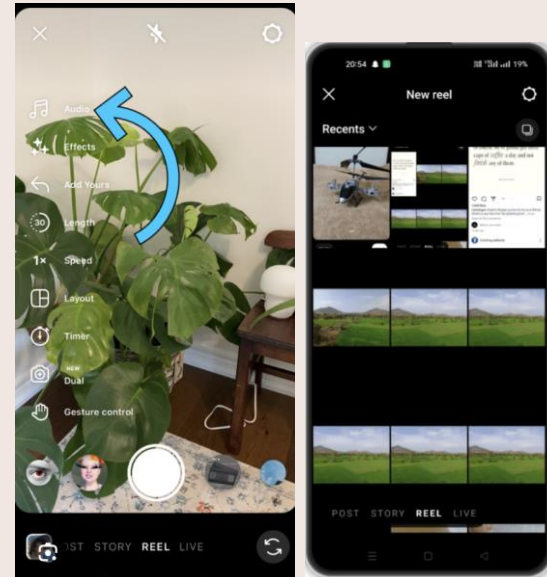
4 Press "next" on the following screens to edit, see preview and share
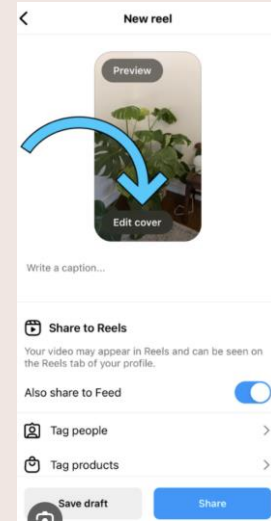
Exploring other reels on Instagram
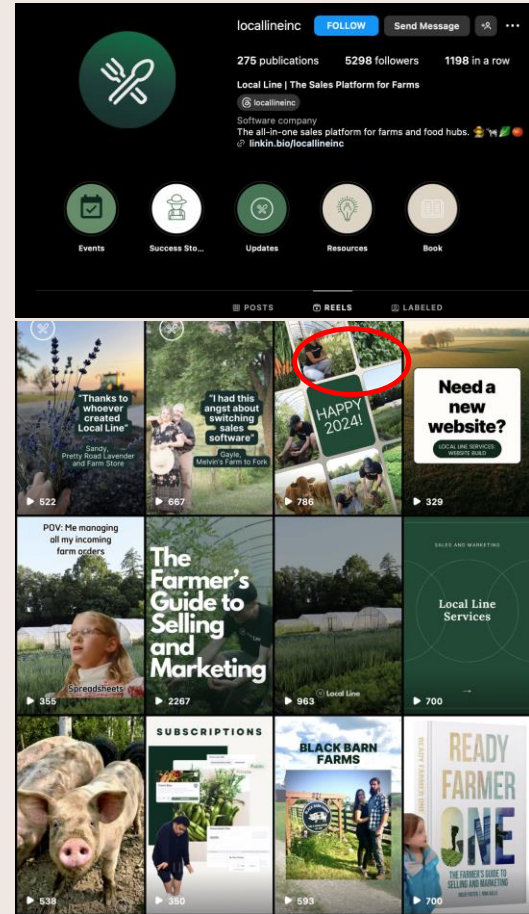
This is how it looks on your profile

POSTS
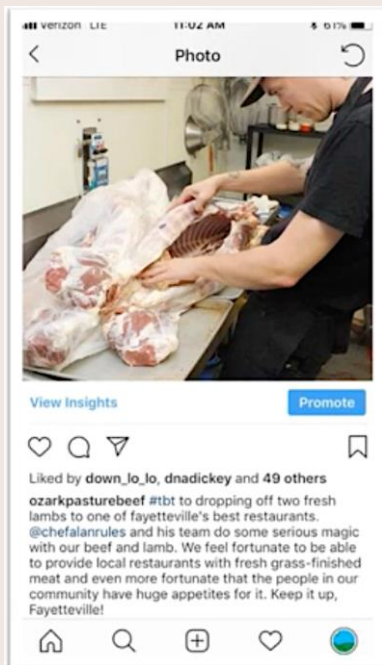
Source: Asapconnections and Workbook of social media for farm business

POST in your FEED

1 Go to your profile and touch the middle icon →

2 Select one or multiple photos of your library →

3 Edit →

4 Write a description, tag people, add location… and share it

Source: PDF Guide/Workbook of social media for farm business

BOOSTING POST

1. Choose a post of your feed and select promote or ad

2. Set a goal. Tap next

3. Choose audience. Tap done

4. Set a bugdet & duration

5. Click on create promotion

1. Set Goal

Cancel   Outcome   Next

What's Your Goal?

More Profile Visits

More Website Traffic
freckledhen.farm
edit

More Promotion Views

Get help choosing your outcome

2. Choose Audience
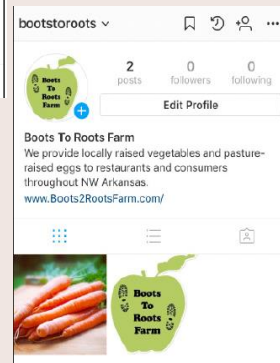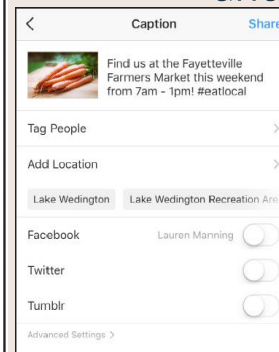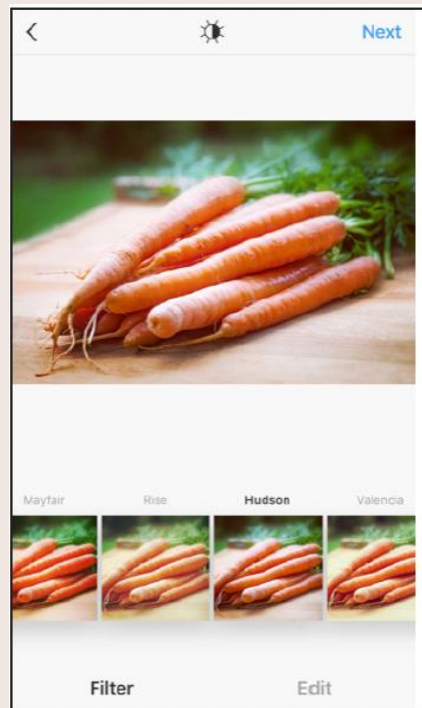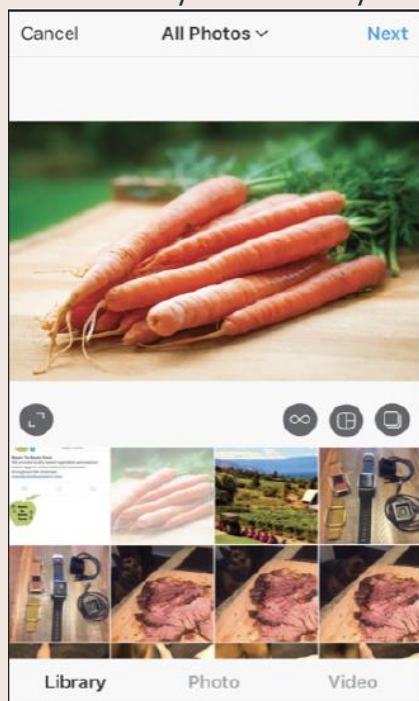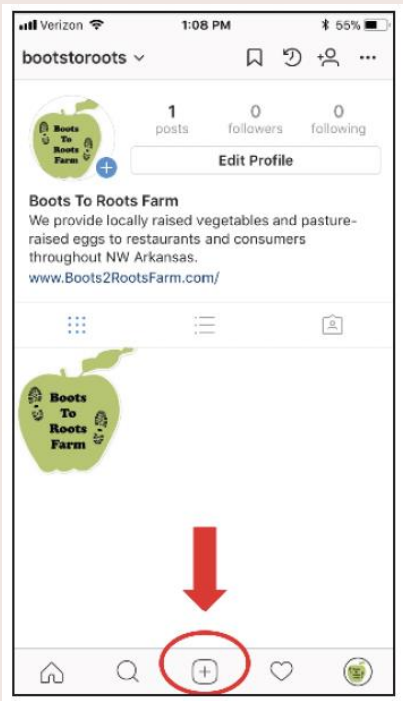
Cancel   New Audience   Done

Local

Location
Your Current Location (36.0750, -94.1570)

Radius
7 mi

Your Promotion will be shown to accounts in this area.

Age & Gender
25   45

Male

Female

3. Set Budget

Review

You're All Set
Est. Reach: 760 - 2,000

Preview Promotion

Outcome   Website Traffic
Destination   freckledhen.farm
Action Button   Learn More
Audience   Local
Budget & Duration $20 / 5 Days

PayPal account
(luke@arfreckledhenfarm.com)
From Facebook

Create Promotion

By tapping "Create Promotion" you agree to
Instagram's Terms and Advertising Guidelines.

The National Center for Appropriate Technology • www.ncat.org • 1-800-ASK-NCAT

Source: Youtube

SELL PRODUCTS

1 Go to your profile → edit → page create a new page on Facebook

2 Create shop https://www.facebook.com/business/shops
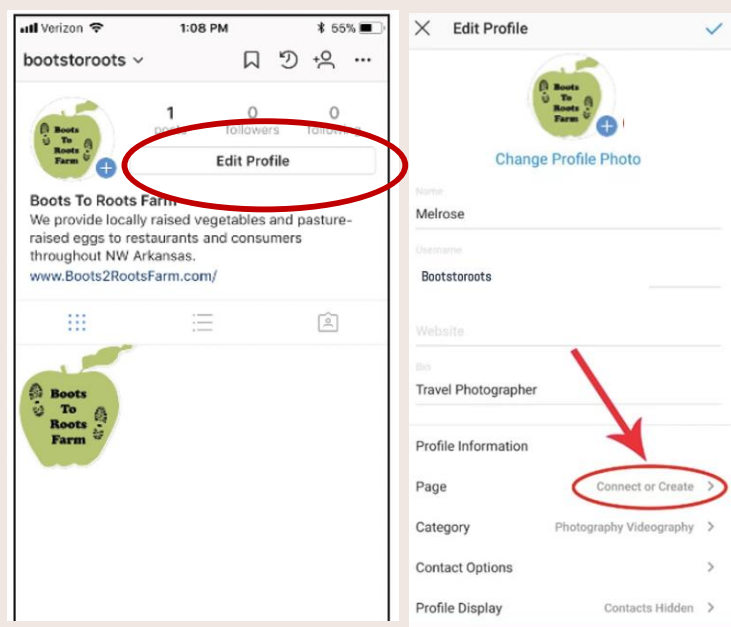
3 • Manage the catalogue Business Manager

4 Revise account

5 Activate shopping on Instagram

6 Choose a post → tag the brand and the product
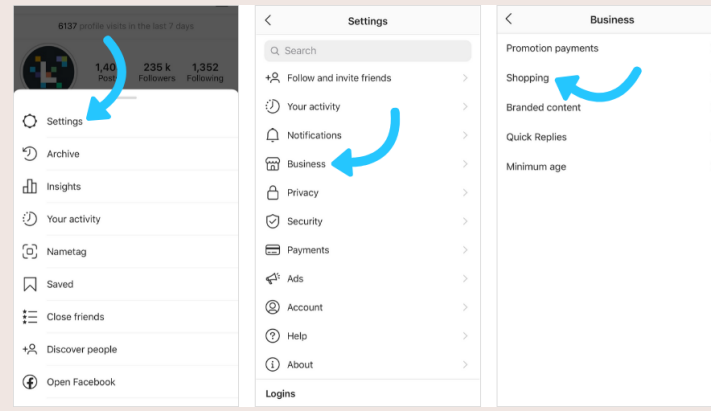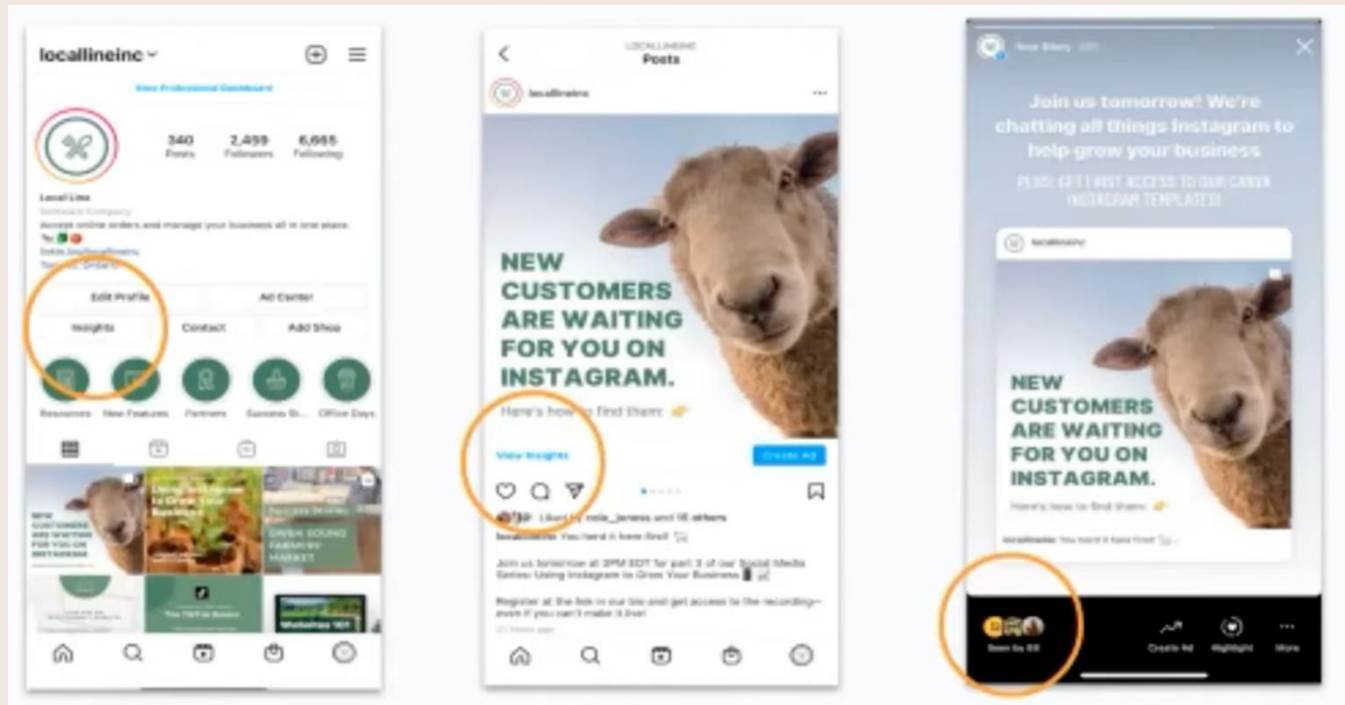
STEP 3:

INSIGHTS

Source: Youtube localline

INSIGHTS

1 Go to your profile and tap the three lines on the right top corner or select a storie/ post of your feed and click view insights

2 See your insights

VIDEO

Using Instagram to grow your farm business

QUIZ:
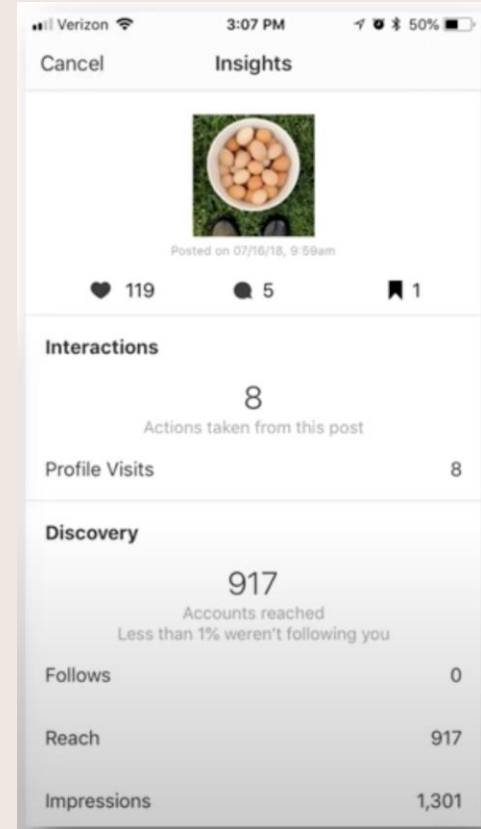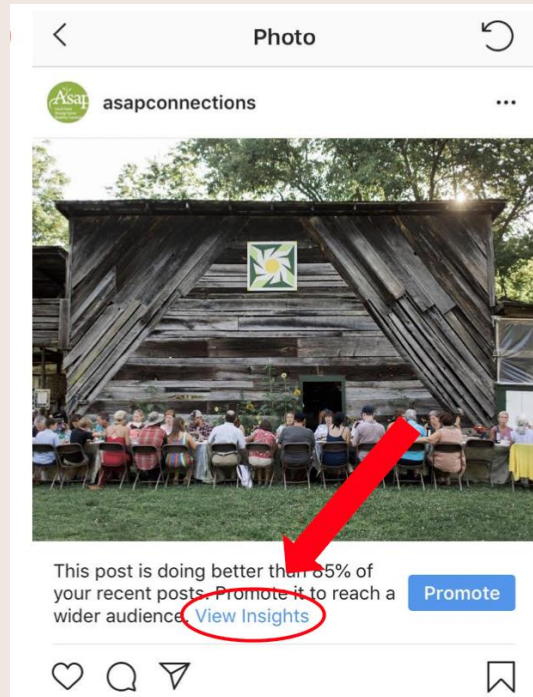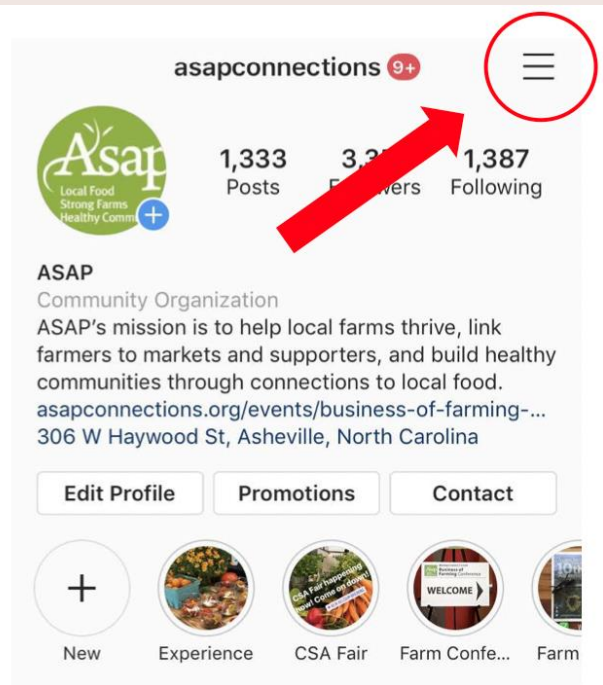
Which content for which insta tool?

Storie

Insight

Post

Reel

Ad

Selling meat at the farmers' market

Artistic harvest photos

The day's task of picking fruit

Metrics and statistics

Storytelling with videos on cattle calving

EXERCISE

1. Think of 5 tasks, chores, or crops that are coming up on the farm in the next month and jot down post ideas.
2. Plan a post in each of the categories: posts, stories, reels…
3. Start taking photos and practicing!

Questions?

Source: Asapconnections

Useful links

- [Tips and ways to use Instagram for small business](#)
- Presentation: Social Media Marketing for your Farm Business
- PDF Guide/Workbook of social media for farm business
- [Video: Social Media Marketing for Farmers](#)
- Video: How to Set Up Instagram for a Flower Business ⚙Optimise Your Instagram Profile for Growth
- Video: @localline : Using Instagram to grow your business
- Video: @NCAT: Using Instagram to grow your farm business

References

CONTENTS AND IMAGES:

- PDF Guide/Workbook of social media for farm business
- https://asapconnections.org/wp-content/uploads/Social-Media-Marketing-for-Farmers.pdf
- https://www.youtube.com/watch?v=AchIWfoLnTQ
- https://www.youtube.com/watch?v=U82qgrXiFKg
- https://www.youtube.com/watch?v=enq1eH7wdxs
- https://help.instagram.com/11878596555048322?helpref=faq_content&locale=es_LA
- https://www.linkedin.com/pulse/cracking-code-understanding-how-instagram-shapes-your-isha-vaid/