



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

CONTENT 2: How to register on social media



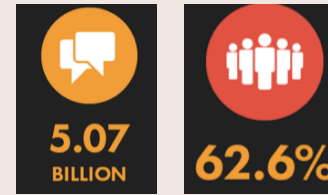


WHY SOCIAL MEDIA?

Source: Freepik

Your customers are there

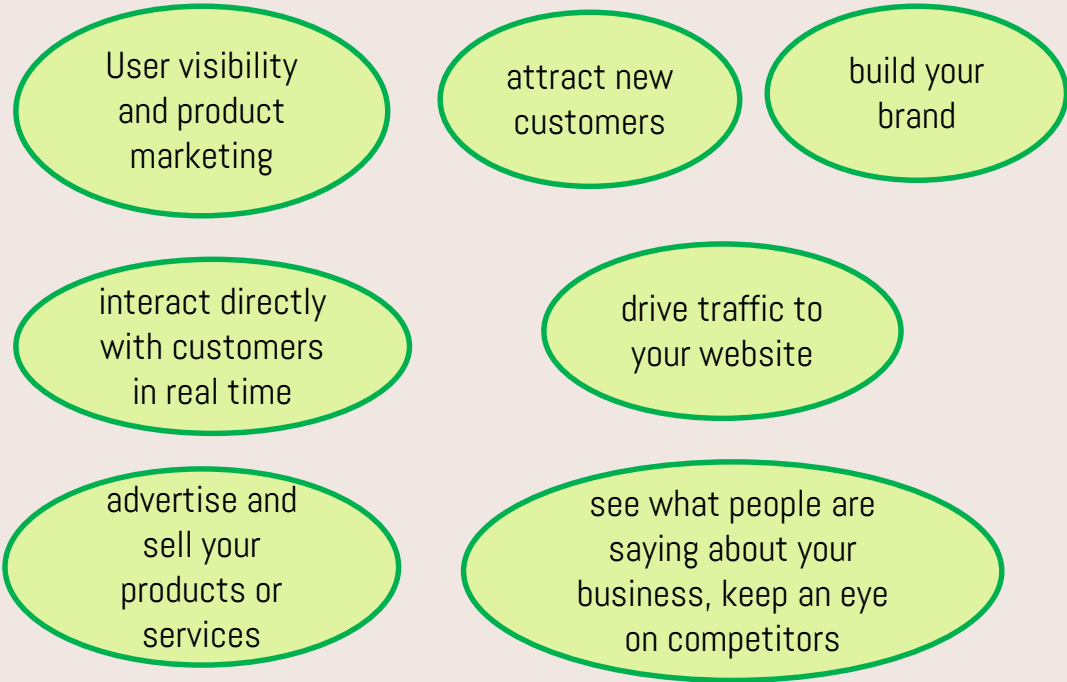
- More than half of the world uses social media now (62.6%), 5.07 billion people.
- While 67.1% of the world's population are Internet users, only 5% of them are not yet active users of social networks.
- From 2023 to 2024 there was a **growth of 5.4%**, with an increase of 259 million new users.
- Instagram now has 2 billion active users and **90% of Instagram users follow a business.**
- 37.2% and 20.3% of the world's population has Facebook and Instagram respectively.



Source: Datareportal from April 2024



Source: Freepik



Source: Freepik

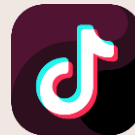
Platforms



Source: Freepik

Facebook & Instagram

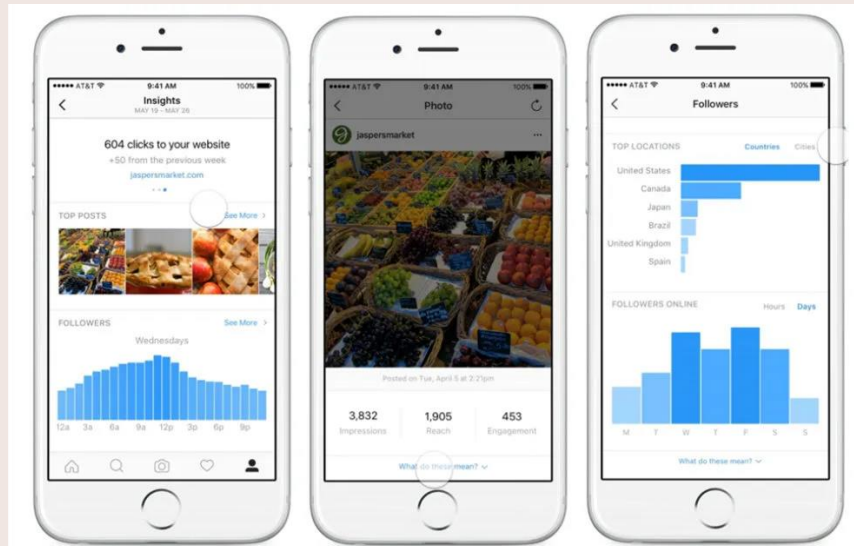
- Largest number of users can be found on these two platforms.
- Most diverse audience; Instagram skews younger.
- Connect with customers via comments, messages, links, and tags.
- Instagram is a bit better for visual storytelling; easier to use on a mobile device.
- Facebook is better at promoting events and sharing links.
- Easy to use both platforms simultaneously



- **Twitter / X:** Useful for businesses that have news every day, throughout the day (such as a food truck). Used by journalists.
- **YouTube:** Useful for sharing instructional video.
- **TikTok:** Growing platform for lipsyncing videos, viral content.

Set up a business account

- Why?
 - Access to analytics and reports about your audience (“insights”).
 - Creates a professional home for your farm (more transparency).
 - Allows for multiple administrators or ability to assign “roles.”
 - Business Manager offers more tools for advertising.



Steps to register on social media:

INSTAGRAM



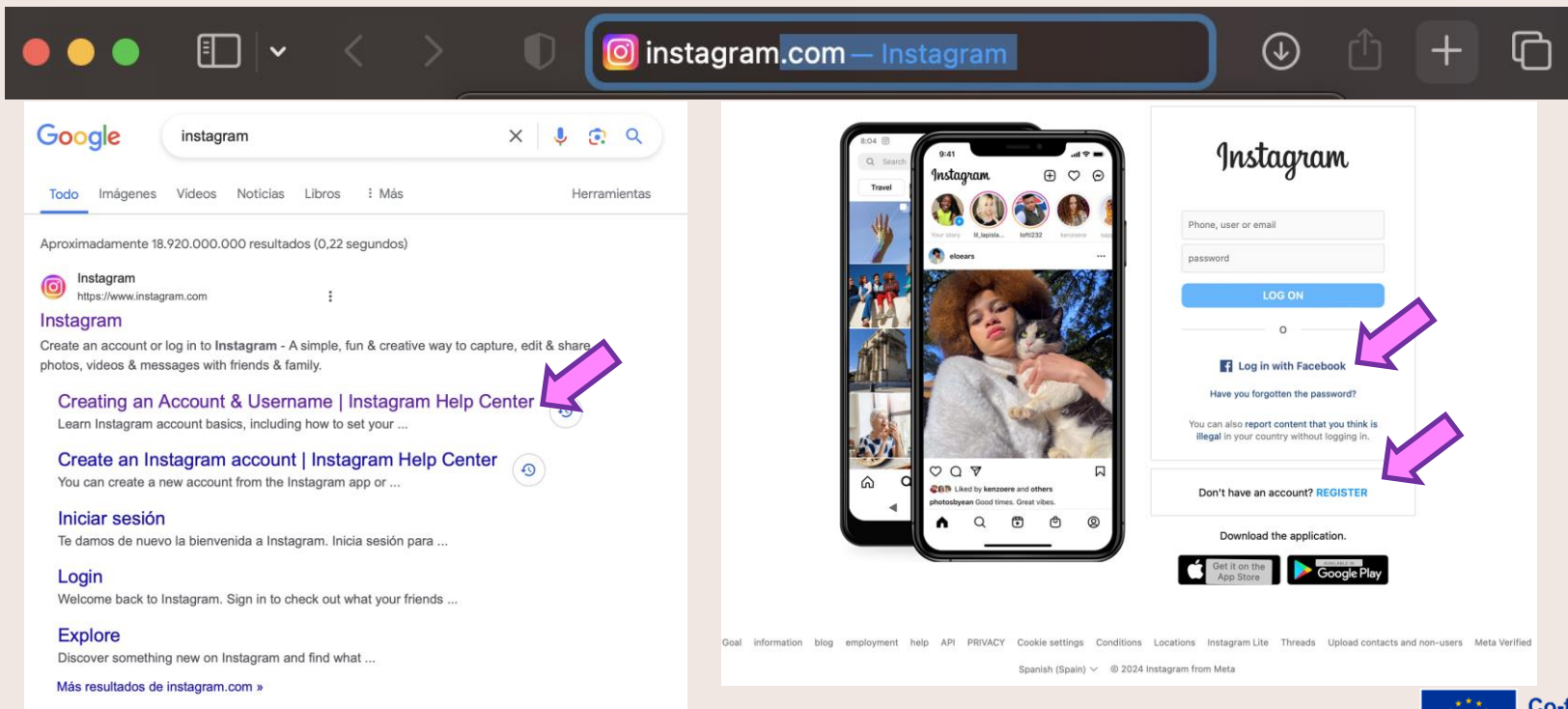
1. Go to [instagram.com](https://www.instagram.com) and click on **Register**.
2. Enter your name, email or mobile phone number, password and date of birth. Click on **Register**.
3. To finish creating your account, you must **confirm your email or mobile phone number**.
4. Switch to **business profile**.



Source: Freepik

Step 1

1. Go to [instagram.com](https://www.instagram.com) and click on **Register** (it is possible also to log in with facebook account)



Google

instagram

Instagram

Phone, user or email

password

LOG ON

Log in with Facebook

REGISTER

Get it on the App Store

Google Play

Goal information blog employment help API PRIVACY Cookie settings Conditions Locations Instagram Lite Threads Upload contacts and non-users Meta Verified

Spanish (Spain) © 2024 Instagram from Meta

Instagram

Sign up to see photos and videos
of your friends.

 Log in with Facebook

o

It is possible that users of our service have
uploaded your contact information on
Instagram. [more information](#)

By registering, you accept our [Terms](#). Learn
more in the [Privacy Policy](#) about how we
collect, use and share your data, as well as
how we use cookies and similar technologies in
the [Cookies Policy](#).

NEXT

You can also [report content that you think is
illegal](#) in your country without logging in.

Do you have an account? [LOG ON](#)

Step 2

Enter your:

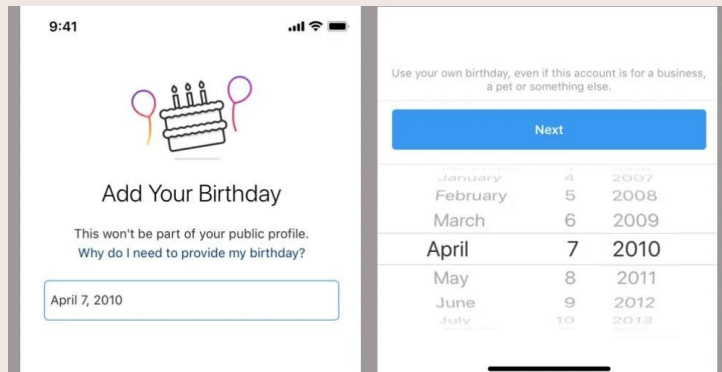
- email or mobile phone number
- name
- Username
- password

Click on **Next**

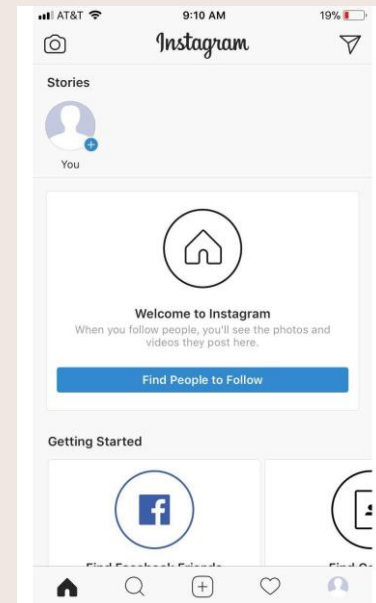
1 Add your birthday and click on **next**

Step 3

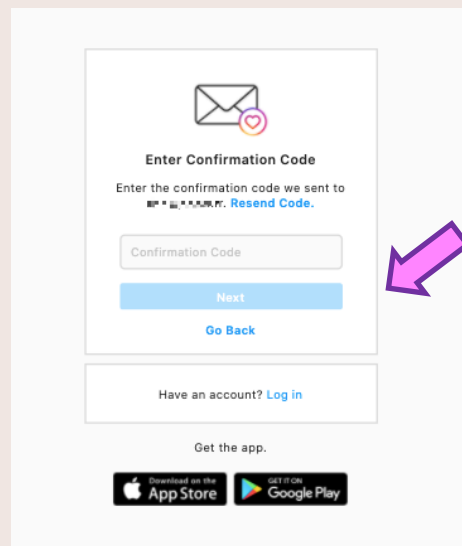
To finish creating your account, you must confirm your email or mobile phone number.



3



Welcome to your Instagram account



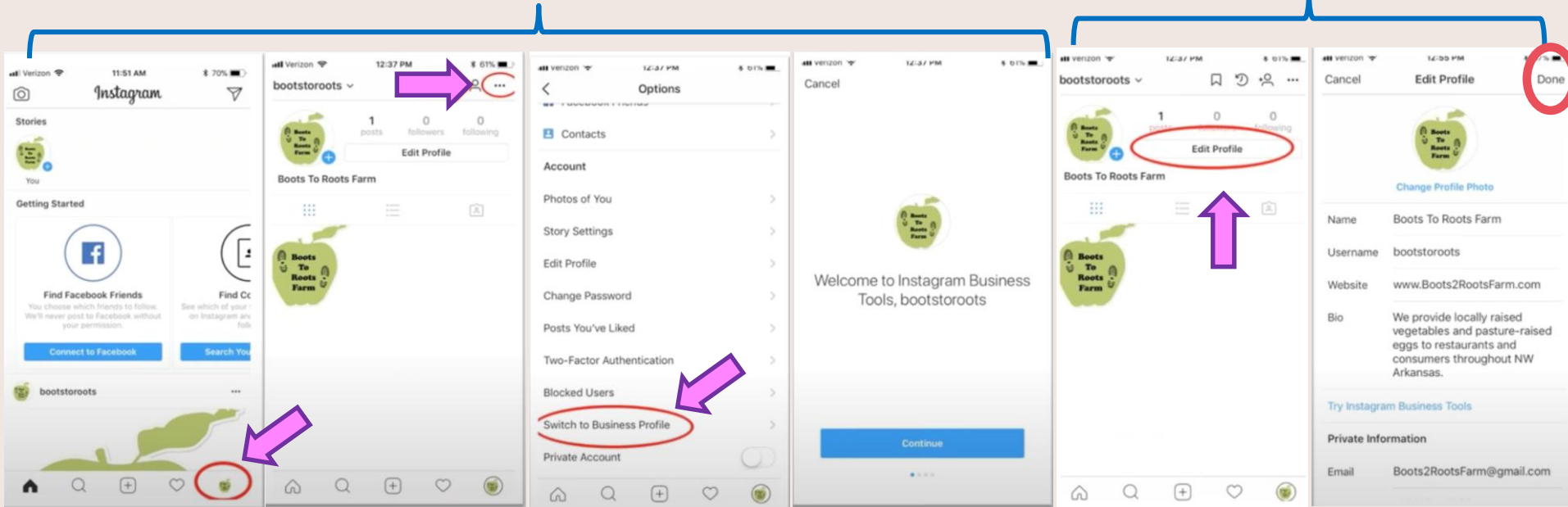
2

Look in the email you provide, a new mail with a code and enter it, click on **next or submit**

Step 4 Set up your profile

Switch to business profile

Editing profile



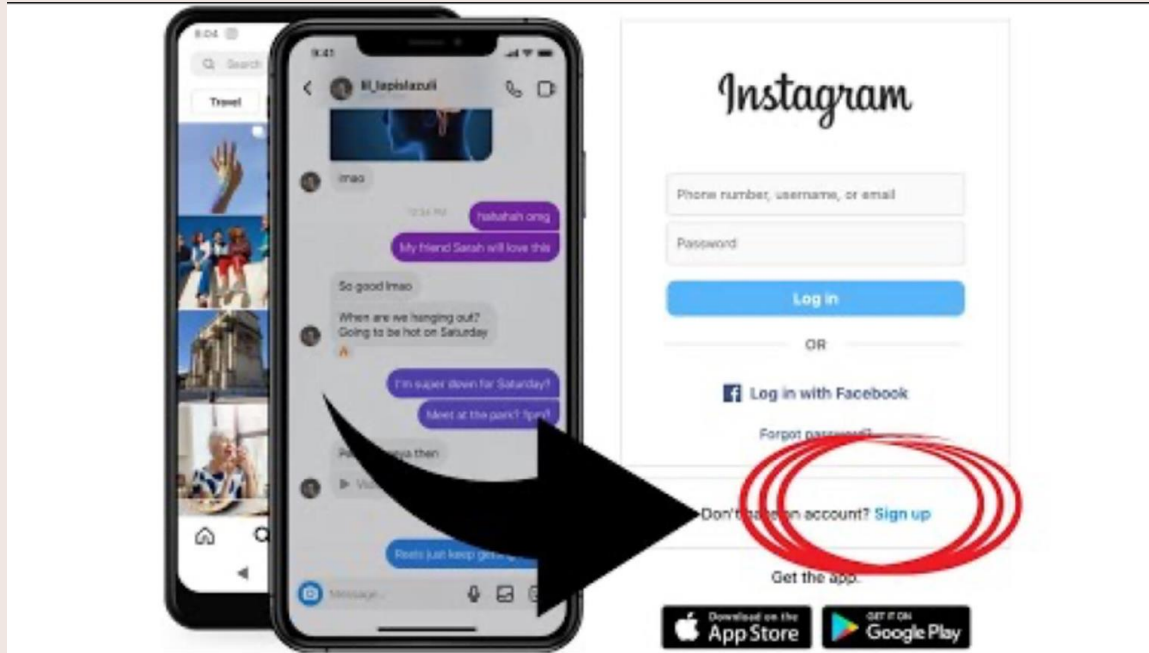
Why Instagram (1)

Why use Instagram?

- Complementary to Facebook
- Popular among young people, foodies, locavores
- Great platform for visual storytelling
- Allow your customers to get to know your farm
- Less crowded space than Facebook

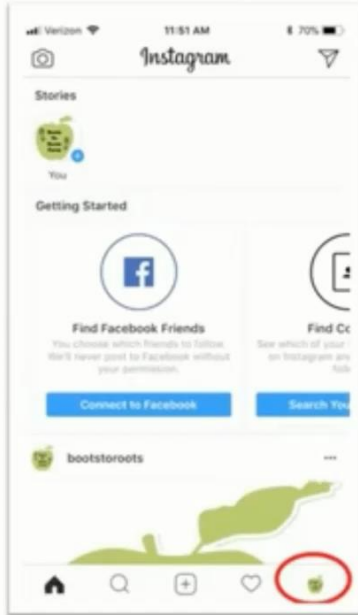


How to register on Instagram (2)



https://youtu.be/0YbX4mXi_ql

Editing your profile on Instagram (3)



So to switch to a business account, first

<https://www.youtube.com/watch?v=enq1eH7wdx>

EXERCISE

Now choose a social media among those you have just seen and try to register yourself!

Useful links

- [Video: @NCAT: Why Using Instagram to grow your farm business: Setting up your account \(24:00\)](#)
- [Video: Why Social Media Marketing for Farmers](#)

[cf. Module 3 - Content 5 to learn "How to post on Social Media"](#)



References

CONTENTS

- <https://datareportal.com/social-media-users>
- <https://www.investopedia.com/terms/s/social-media.asp>
- <https://asapconnections.org/wp-content/uploads/Social-Media-Marketing-for-Farmers.pdf>
- [How to register on Facebook \(Facebook help center\)](#)
- [Video how to register on Facebook](#)
- [Registration on Facebook](#)
- [How to register on Instagram \(Instagram help center\)](#)
- [Video how to register on Instagram](#)
- [Registration on Instagram](#)

IMAGES

- Freepik
- Flaticon

