

## **Social Media and Communications for Farm Businesses**

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### **Diversify Communications:**

Newsletters and Emails- Find a template that you like and stick to it. This is when branding comes in handy. Include your logo in your email signature and try to bring in continuity whenever possible. Newsletters could have events, volunteer days, happenings on your farm or with your organization and then including a “bulletin board” if other events with local partners.

Website- Your website represents your business. When creating a website look at other websites and determine a style that you like. Make sure that it is user friendly and not difficult to navigate. Whatever was easy for you to use on someone else's website will be easier for your customers as well.

Physical Fliers- Create a physical flier using Canva or a flier website of your choice and print them. These fliers could be used for bulletin boards in local businesses, grocery stores, counters of coffee shops, ect. A physical flier captures an audience that may not have a computer or a means to see your posts.

Word of Mouth- Attend events at local organizations that align with your values and spread the word about your work. The most memorable and effective form of promotion is “word of mouth”.

### **Social Media:**

#### **What to Post:**

Uplift other local farms and organizations - Research other farms and organizations in the area that align with your mission and vision. Find ways to partner and work together. Highlight suppliers of feed, hay, seed, and anyone that plays a part in the business. When you go to post on social media make sure to tag or invite as a collaborator. Your post will be seen by more non-followers if you collaborate with another organization.

Events, Wins, and Loses- People want to hear about your triumphs but they also want to hear about the realities of farming in 2025 and the challenges we face. Being authentic is a great way to gain more followers. People want to read relatable content.

Educational Content- Tying in educational components is always a great idea. You will reach a bigger audience too because some folks may end up sharing your videos if they learned something, this is how people become “viral”!



