

SOCIAL MEDIA & COMMUNICATIONS FOR FARMS, AGRIBUSINESS, AND FOOD SYSTEM NONPROFITS

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Social Media Manager and
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Layout of our time...

01.

Introductions

03.

Overview of Meta Suite

05.

Get Organized

02.

Resource Sharing

04.

Discussion

06.

Questions



Bountiful Cities is an Asheville-based nonprofit organization dedicated to teaching sustainable agriculture skills and sharing resources to promote social justice, economic viability, and community resilience. We envision abundant, food-sovereign communities.

Programs:



Bountiful Cities Project - Home











My roles in the Organization:

Social Media and Communications can feel overwhelming at times but with some conversations about your mission, who your audience is, and what you want to convey to your audience it can become easy. Getting organized and using these resources as a tool can go a long way.

As the **Asheville Edibles Coordinator** I maintain 3 Edible Parks on Asheville City's land and oversee a map of free food on public lands in the city. The Edible Parks are Dr. George Washington Carver Edible Park, Tempie Avery, and West Asheville Park.

Introductions

Turn to the folks next to you and introduce yourself.

- Name and Location
- Farm or Organization
- Relationship and comfortability with Social Media & Communications



Types of Communications:



Environmental Communications are activities that convey information in a variety of contexts using a wide array of tools. Journalism, broadcasting, marketing, advertising, and many other fields fall under the umbrella of communications.

Braus, J. Tools of Engagement: A Toolkit for Engaging People in Conservation. Washington, DC: National Audubon Society. 2011. Retrieved from <https://naaee.org/eepr/resources/tools-engagement-toolkit-engaging-people>

01

Email and Newsletters

Emailing is a great way to remind customers and community about farm happenings.

02

Physical Fliers

Not everyone has a computer and fliers can be on any bulletin board in town.

03

Social Media

Larger audiences are using social media as technology becomes streamline.

04

Word of Mouth

Community connections will always be the best form of promotion.



Help us get ready for 2025!



It's been quite a year and we are looking forward to growing good things in 2025! In addition to all our programming and food distribution we will be growing out seedlings to distribute in our community so that we can support **more neighborhood focused food production in 2025.** Please help us grow more food and make fresh food accessible in all communities.

Donate to Support Bountiful Cities and Long-Term Food Security

Make a Newsletter template and stick to it. Branding is important.

Collect email addresses at events, CSA's, farmers markets, volunteer days ect. and use those for your Newsletter and email group.

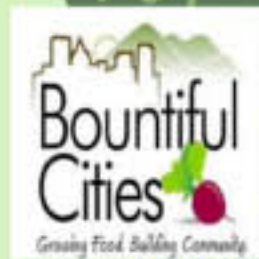
Dr. George Washington Edible Park Workday!

Friday, 2:30-5pm

Please join us for a workday in the East End Valley
Street Neighborhood Urban Food Forest!

Bring gloves, water, and yourselves!

Snacks and tools will be provided!



In partnership with
the City of Asheville
Sustainability
Department

Physical Fliers can be seen
by anyone. An equitable
option to relay information.

Canva is a great way to make
fliers. Free version and
professional.

How to use Canva...

01

02

Create a design

For you

- Docs
- Whiteboards
- Presentations
- Social media
- Videos
- Print products
- Websites
- Custom size
- Upload
- More

What would you like to create?

- Presentation (16:9)
- Instagram Post (Square)
- Poster (18 x 24 in Portrait)
- Resume
- Doc
- Flyer (Portrait 8.5 x 11 in)
- Logo
- Video (1080p)

Brand Templates



Banner Image
15.5 x 31.5 in



Logos with background color
24 x 18 in

Templates for you

See all



Modern Pitch Deck Presentation...



Canva

- Create a design
- Invite people
- See what's changed
- Templates & Apps
- Guide to Teamwork
- Star designs and folders

Search your content and Canva's

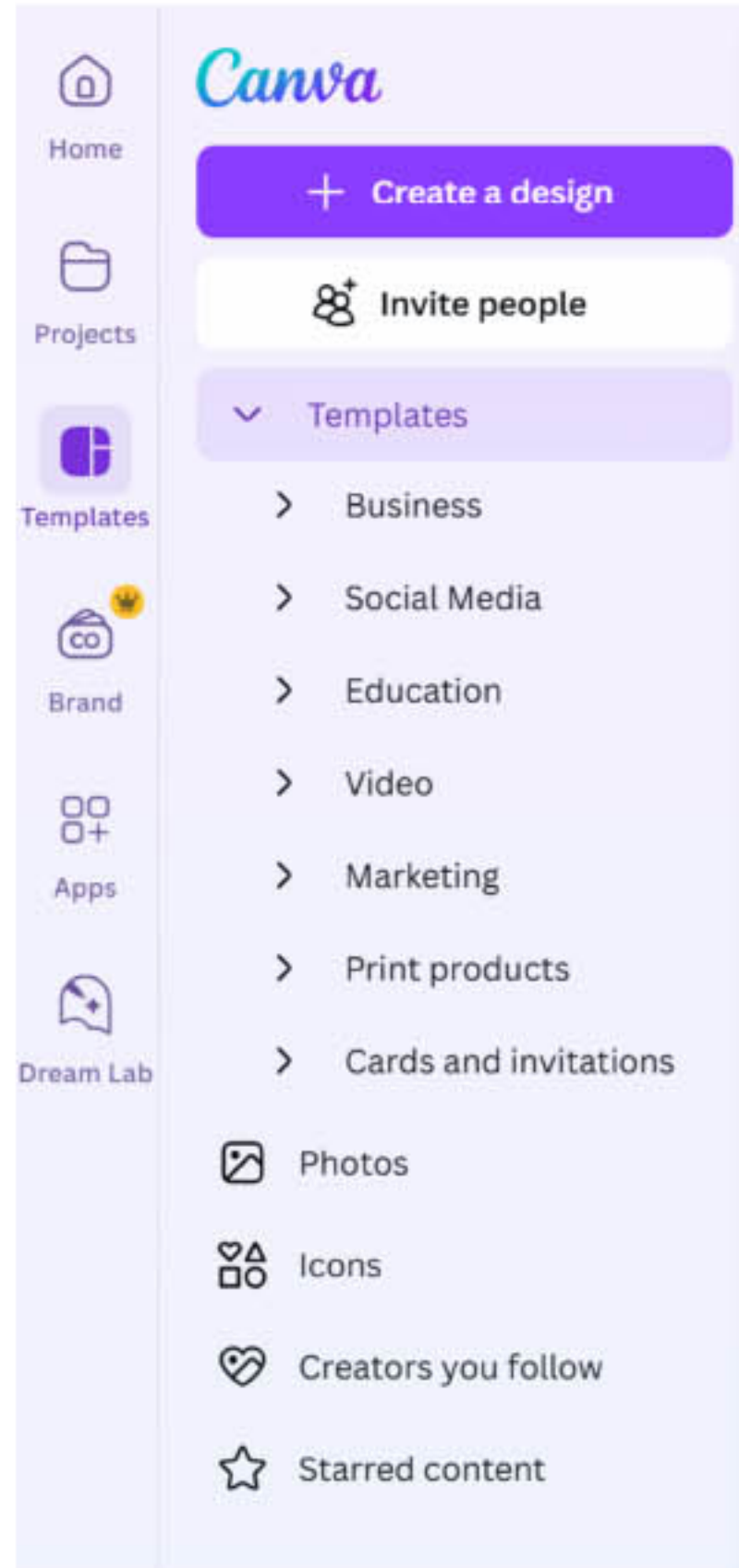
What will you design today?

- Instagram Post (Square)
- Doc
- Whiteboard
- Presentation
- Social media
- Video
- Print
- Website
- Custom size
- Upload

Make me an image | Write my first draft | Resize any design | Remove backgrounds

How to use Canva...

03



Browse by category



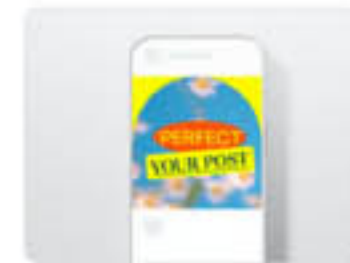
Doc



Whiteboard



Presentations (16:9)



Instagram Posts (Square)



Posters (18 x 24 in Portrait)



Resumes

How to use Canva...

04

The screenshot displays the Canva website interface. On the left is a vertical navigation sidebar with icons for Home, Projects, Templates, Brand, Apps, and Dream Lab. The main content area features a search bar at the top with the text "Search thousands of templates". Below the search bar is a breadcrumb trail: "Home > Templates > Social Media > Instagram Post". A row of category filters includes "Business", "Fashion", "Aesthetic", "Beauty", "Elegant", "Collage", "Meme", "Sale", "Real Estate", "Food", "International Day of Sig...", and "Voi". The main heading is "Instagram post templates", followed by the text: "Pick out ready-to-publish Instagram posts or create your own with our collection of customizable templates, icons and images." Below this is a filter bar with "All Filters 1", "Square", "Style", "My language only", "Theme", "Feature", "Color", and "Clear all (1)". A count of "20,000 templates" is shown. The main display area contains a grid of template thumbnails. The first thumbnail is a grey square with a plus sign and the text "Create a blank Instagram Post". The second is a white square with a red heart illustration and the text "DONDE EL CORAZÓN SONRÍA" and "AHI ES". The third is a light pink square with the text "make it happen". The fourth is a collage of various images with a smartphone in the foreground. Below the thumbnails are user avatars and names: "Instagram Post by Pau Villarreal", "Instagram Post by ecosque", and "Instagram Post by Angel Lecce".



Word of Mouth!

Show up to events and connect with other farms and organizations. Talk with people about your work and produce quality products and people will remember you.

Social Media Types

Ways to reach customers and community through the internet:



Instagram

Used by a younger audience and one of the top social media platforms out there.

Facebook

Used by an older audience and once of the top social media platforms.



Website and Newsletter

Used by everyone and a great way to remind your community about events, happenings, and convey information.

How to gain more followers...



01

Convey Mission

Make sure your posts align with your mission and what you want your audience to know.

02

Collaborate & Tag

Tag and collaborate on posts with stakeholders.

03

Get Organized

Create a spreadsheet and organize what you will post and when.

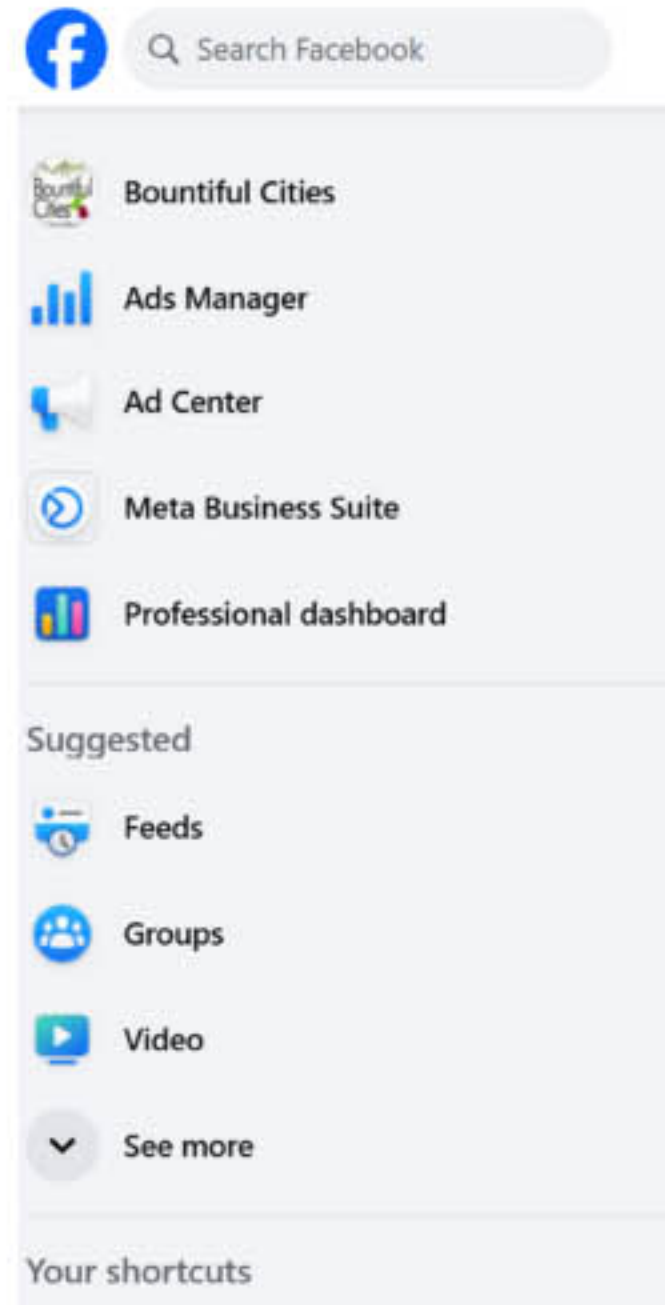
04

Day & Time Matters

When scheduling posts pay attention to when your followers are most active. Weekdays, mornings, and afternoons are best.

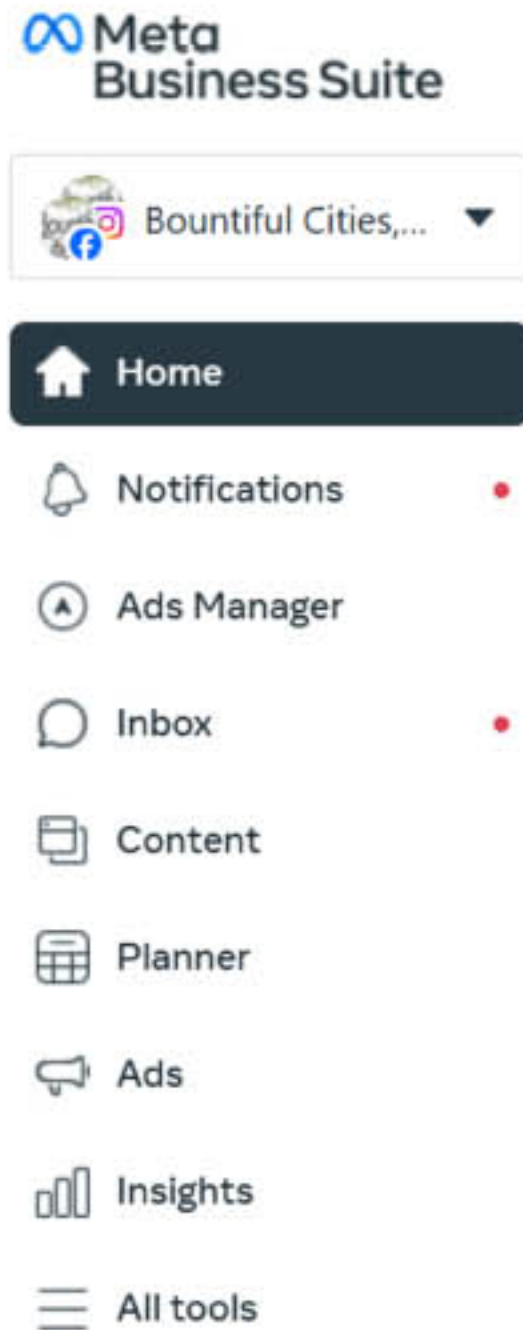
How to use Meta Suite...

01



A screenshot of the Facebook search bar and navigation menu. The search bar is at the top with the text "Search Facebook". Below it is a list of navigation options: Bountiful Cities, Ads Manager, Ad Center, Meta Business Suite, and Professional dashboard. A "Suggested" section follows with options for Feeds, Groups, and Video, and a "See more" link. At the bottom is a "Your shortcuts" section.

02



A screenshot of the Meta Business Suite navigation menu. The header shows the "Meta Business Suite" logo and a dropdown menu for "Bountiful Cities,..." with a downward arrow. Below the header is a list of navigation options: Home, Notifications (with a red dot), Ads Manager, Inbox (with a red dot), Content, Planner, Ads, Insights, and All tools.

How to use Meta Suite...

03

Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week | Month | Today | January 2025

Content type: all | Shared to: all

Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25
National Popcorn Day	Martin Luther King, ... National Cheese...	National Hugging Day		National Pie Day		Opposite Day

7:00 PM
This week, your Facebook followers are most active at this time.
Schedule

62 people reacted to your posts
Invite people who reacted to your posts last week to follow your page.
Send invites

5:00 PM
This week, your Instagram followers are most active at this time.
Schedule

Goals
Set a goal, track progress, learn helpful tips for your professional success.
Start new goal

Consider boosting a recent post so audiences that don't follow you may see it.
Boost

How to use Meta Suite...

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How to use Meta Suite...

04

Collaborator ⓘ
Add a collaborator to your Facebook post and they will automatically be invited.

Add a collaborator by name or URL

Scheduling options Publish now Schedule Save as draft

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Jan 19, 2025 07:00 PM

Instagram

Jan 19, 2025 07:00 PM

Active times

Privacy settings
Adjust your privacy settings to control who can see your post in News Feed, Watch, search results and on your profile.

Public
Anyone on or off Facebook will be able to see your post.

Restricted
Choose certain people on Facebook who can see your post.

Boost

Cancel Schedule

05

Create post

Post to
Bountiful Cities and bountifulcities

Media
Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo Add video Use template

Post details
 Customize post for Facebook and Instagram

Text

#

Collaborator ⓘ
Add a collaborator to your Facebook post and they will automatically be invited.

Add a collaborator by name or URL

Post details
Publish now Schedule Save as draft

Boost

Cancel Schedule

Facebook Feed preview

Bountiful Cities
Just now

Like Comment Share



Discussions

Turn to the folks next to you and share the mission of your farm, organization, ect..

- Who is your audience?
- What do you want your audience to know?
- What types of media might be best for your model?

Let's get organized!

Bountiful Cities Media Plan ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Defaul... 10 B I A

1-3-24

A	B	C	D	E	F	G	H	I	J	K
Date	Tasks	Who	Email	Newsletter	Instagram	IG Stories	Facebook	Resources	Completed	Notes
1-3-24	Donations through Compost Now	Kelly			x		x		✓	
1-4-24	Share AB Food Policy Pantries Post	Kelly					x		✓	
1/5/24	Garden reel	Kelly			x		x		✓	
1/6/24	Free fridge event	Kelly			x				✓	
1/6/24	Arts avl post	Kelly					X		✓	
1/7/23	Empty bowls post	Kelly			x		x		✓	
1/8/24	Share CGN kudzu workshop	Kelly			x		x		✓	
1/9/24	Wildflowers that can be planted in winter	Kelly			x		x		✓	
1/10/24	Mlk day of service, burton st.	Kelly (scheduled)			x		x		✓	
1/11/24	Fruit Tree Pruning Workshop	Kelly			x		x		✓	Make FB event
1/15	MLK Day honoring	Kelly (scheduled)			x		x		✓	
1/16	GWC workdays	Kelly					x		✓	
1/18	GWC workday canceled due ot weather	Kelly			x		x		✓	
1/19	Kudzu workshop tomorrow	Kelly			x		x		✓	
1/21/24	Blast from the past!	Kelly			x		x		✓	
1/23/24	West Asheville Park Workday!	Kelly			x		x		✓	
1/25/24	Hard to recycle with Greenworks	Kelly			X		X		✓	
1/27/24	Garden Tour 2024 is coming	Kelly			x		x		✓	
1/29/24	CGN American Chestnut worshop	Kelly			x		x		✓	
1/31/24	CGN Seed libraries	Kelly			x		x		✓	
2/1/24	Black History Month events	Kelly			x	x	x		✓	
2/5/24	volunteering	Kelly			x		x		✓	

Google Sheets or Excel





AgriFarm Gallery

Our Picture





Questions???

Stay in Touch!

Contact Information



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Asheville, NC 28778



[Bountiful Cities Project - Home](#)



Bountiful Cities



@bountifulcities