

Top 10 Tips For Social Media Success

How to get the most from social media for your
farm business.

#1 - Know your audience.

- Social media allows us to speak directly to our audiences.
- Both Facebook and Instagram allow us to see information they collect through their analytics on who our followers are.
- Write and share directly to those audiences.
- Audiences are very different on each of these platforms and engagement on both increases when you tailor your message to each.

#2 - Take and post good photos

- Take the time to learn the settings on your phone camera.
- Use an editing app.
- If you have the inclination to play around with your DSLR camera do so, but know that a fancy camera isn't the key to success.
- Learn to work with the light.
- Take photos in the camera setting, not through the Instagram app.
- Don't use filters, but do edit before you post.



Photo



Photo



Photo



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blueridgeblooms Doesn't get much better than this ❤️ fingers crossed we get some much needed rain today....
[#hamarigold](#) [#dahlia](#) [#dahlias](#)

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Liked by [thefarmatoxford](#), [auntwillieswildflowers](#) and 392 others

blueridgeblooms Dreamy Koko Loko 🌟 [#kokoloko](#) [#rose](#)

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thefreckledpetal Gah, yes so dreamy 🌟



Liked by [cultivatedbychristin](#), [farmgirlsk](#) and 211 others
blueridgeblooms Cute little cosmos to start your Wednesday ❤️ [#cosmos](#)

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blueridgeblooms [@gr8gracefarm](#) I think it's Rosetta!



#3 - Be mindful of creating content

- Know what your week looks like, and what content you need.
- Set aside an hour or two on a day that you are less busy to create these photos and have them ready for your busy times.
- Schedule time for photos into your work days.
- Think ahead about what you may need and have it ready for your busy days, it will relieve so much pressure.

#4 - Share intentionally and NOT in real time

- Don't post in real time.
- Have a mindful strategy of what you want your week to look like, and share according.
- Prepare content ahead.
- If you are in the field and something is looking incredible DO take the photo, but post it later, after you've had the time to sit down, edit it, and properly caption it.

#5 - Show up consistently

- Consistency is key.
- Don't post once every three weeks and wonder why your following isn't growing.
- Show up regularly so that your audiences become familiar with you and learns to trust you.
- Remember, you've already prepared your content and photos ahead of time for this.

#6 - Find your signature, what works for YOU, then work it

- Post your story, you will find that customers connect with certain things you post.
- Followers will associate certain photos with you and come to recognize them immediately in their feeds.
- I consistently post photos from one corner of my farmstand, with all my blooms set up. Customers and followers recognize it immediately in their feeds as my flower market. Find what works for you and use it consistently.

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Like, Comment, Share icons

Liked by thefarmatoford, chlorisfloral and 2,480 others
antoniovalenteflowers Hot humid days mean extra early harvest mornings ☀️☕ I prefer to get all the ✂️✂️✂️ done before the mid-day heat sets in. Now let's load up the truck and head for the city! Who's coming?!? 🚚🌸🌸🌸 #flowerfarmer #farmerflorist #canadiangrownflowers

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antoniovalenteflowers I've got a little bit of a confession to make. After growing the open-faced chantilly snaps, I thought I'd never grow "regular" snapdragons again. Well, this season I took a chance on these lavender Potomac snaps, and boy was I wrong! I'm pretty much in love with them. They're a perfect dusky lavender, one of the few

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Liked by borealblossoms, fleuropeana and 2,160 others
antoniovalenteflowers The toughest part about growing ranunculus is when I have to sell them 😭🌸 Why can't I just keep them all to myself?!? #farmerflorist #flowerfarmer
View all 43 comments
italian_ranunculus Beautiful



Photo



fleuropean



Liked by thefarmatoford, honeysuckle_and_hilda and 1,586 others

fleuropean Yesterday from the garden...

View all 92 comments

emilyquinton Oh wow! This is totally stunning. You are so clever xo

floweriize Amazing colours !!!

JULY 9



Liked by honeysuckle_and_hilda, ablerieflore and 1,480 others



Photo



fleuropean



Liked by honeysuckle_and_hilda, ablerieflore and 751 others





Photo



Photo



Photo



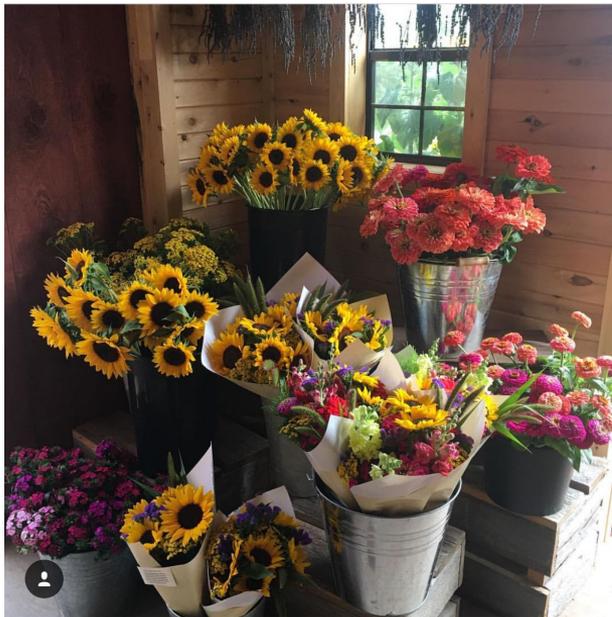
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dahliamayflowerfarm Current farmstand situation pictured here 🌻

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Liked by [blueridgeblooms](#), [mamainbloom](#) and 2,989 others

dahliamayflowerfarm I did this thing that was really weird on Saturday.

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Liked by [auntwillieswildflowers](#), [chlorisfloral](#) and 4,641 others

dahliamayflowerfarm Our farmstand flower market this morning 🌻



#7 - Tell YOUR story

- The public are weary of being marketed to, they are hungry for connection.
- Social media is your place to tell your story and share it with others.
- Share what is comfortable for you, but let your followers behind the velvet curtain of your life a little.
- If you can, post a photo with YOU in it at least every 9 photos. You need to show up in your feed, so that you can connect with your audience.

stemsandsprigs stemsandsprigs stemsandsprigs



Like Comment Share

Liked by firstfruitgardens, twigandvine and 288 others stemsandsprigs Hi loves time for #fridayintroductions !

I'm Kalin. I only buy \$5 pairs of sunglasses on Amazon because I am too rough on things and cannot have nice ones; they would be smashed, at the bottom of the lake.

Bookmark Like Comment Share

Liked by firstfruitgardens, sweetwaterlavenderfarm and 302 others

stemsandsprigs Hello friends, I'm Kalin. I design wedding flowers for brides who love; bubbly drinks, dogs, Northern Michigan, family & lake days.

Like Comment Share

Liked by thefarmtoyard, firstfruitgardens and 207

dahliamayflowerfarm Dahlia May Flower Farm >



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Liked by minim_designs, theflowerhat and 3,733 others dahliamayflowerfarm Umm, hello FAVOURITE time of year! It's PEONY season! 🥰🌸 Our peonies are all in bloom on the farm, and because there are never enough peonies...



Liked by theflowerhat, thefarmatoford and 1,077 others dahliamayflowerfarm Real life. Just for a minute. No filters, and not for the big 'likes'. Just real moments on our farm, because honestly, that's what most of my days are.



Liked by minim_designs, theflowerhat and 2,167 others dahliamayflowerfarm There is this weird rollercoaster of feelings that you ride when you own your own small business. There are the feelings of pride that come with...

#8 - Engage with your community

- Many social media users come here looking for community.
- Like their comments, answer back when you can. They will remember that you took the time send they will build relationships with you.
- Locally, follow your chamber of commerce, follow other local businesses, follow your tourism boards. Comment on their post. Get to know them.
- So much of social media is just simply online networking.
- Encourage others, comment on their posts.
- Social media is great for building community and relationships.

#9 - Hashtag intentionally

- Hashtags need to be used in order to broaden your reach. You are at least 12% more likely to have engagement with your posts if you use them.
- Use broad reaching and generic tags such as #farmerflorist and narrower small tags such as #ontariofarm.
- Tag your local county and local tourism board.
- Tag in a variety of categories, such as locally, about farming, #flowersofinstagram and even about life, such as #worklifebalance or #dowhatyoulove.
- The more tags you use the more you broaden the reach of your post.
- Post your photo, then comment on your post to enter your tags.

Popular Hashtags

#farmerflorist

#womenwhofarm

#botanicallyinspired

#slowflowers

#flowerfarmer

#seasonalfloweralliance

#canadiangrownflowers

#slowfloralstyle

#localflowersarethebest

#pursuepretty

#bhgflowers

#botanicalpickmeup

#dsfloral

#10 - Know that it's NOT a numbers game. Engagement is more important than your number of followers.

- More important than numbers is ENGAGEMENT.
- Posts with lots of engagement (comments) will reach further through Instagram's algorithm than "likes" ever will.
- You want your audience to connect with you whether you have 40k followers or 400 followers.
- Encourage followers to engage. Ask them questions. Tell them to "double tap" if they agree with what you posted.
- Take a moment to reply to followers comments if you can.
- Encourage and engage with others and you will often find you receive the same right back.

