Beginning Farmer Social Media Guide

A social media guide for beginning farmers. It helps farms choose platforms, plan posts, and respond to customers in a steady way. Keep it with your farm records.

Farm / unit: _____ Date: _____ By: _____

1. Pick one or two platforms
2. Set up the farm profile
3. Plan post topics
4. Plan a simple schedule
5. Take clear photos
6. Respond to messages
7. Share farm stories
8. Respect animal and worker privacy
9. Review what works

YOUR NOTES

TIP Post a little each week rather than a lot at once and answer comments promptly.

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