Farm Social Media Guide

A farm social media guide for choosing platforms, planning posts and answering followers, so small farms can share their story without losing hours each week.

Farm / unit: _____ Date: _____ By: _____

1. Decide your goal for posting
2. Pick one or two platforms
3. Set up the farm profile
4. Gather photos and stories
5. Plan a simple weekly rhythm
6. Ask permission before posting people
7. Reply to comments and messages
8. Check local rules for product claims
9. Review what worked each month

YOUR NOTES

TIP Post what you are already doing on the farm and avoid sharing exact locations of valuables.

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