Farm Instagram Content Guide

A farm Instagram content guide for farms planning photos and short videos. It gives steps for picking themes, shooting, captions, and a posting rhythm that fits farm life.

Farm / unit: _____ Date: _____ By: _____

1. Set your goal for the account
2. Pick a few content themes
3. Shoot in good light
4. Show people and animals with permission
5. Write short, clear captions
6. Use a few relevant tags
7. Post on a regular rhythm
8. Reply to comments and messages
9. Review which posts did best

YOUR NOTES

TIP Collect photos during busy days in a folder so you always have something to post.