

# BUILDING COMMUNITY THROUGH SOCIAL CONNECTION

Creating and implementing a cohesive social marketing strategy  
for your farmers' market.

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Food Bloggers of Canada (@foodbloggersca)



# COMMUNITY IS KEY

- Building an engaged and active community around your business is one of the most important keys to long term success in today's marketplace
- People want to feel connected both online AND offline
- By addressing both you can build a thriving community that stays active and engaged all year round



# WHAT WE'LL COVER TODAY

- An overview of existing social platforms
- Tools available to help you create and share social content
- Tips on content creation and repurposing content
- Using live broadcasting for in the moment updates
- How to involve market vendors in your plan
- How to work with social influencers and food professionals
- Creating a market day street team
- Strategies for creating winter content to stay top of mind



# SOCIAL PLATFORMS

## KEY TAKEAWAY

- They're not all the same!!!
- Each has a different personality, demographic and algorithm
- Customizing content is key

**ENSURE YOUR SOCIAL  
PROFILES, WEBSITE AND  
CONTACT INFORMATION ARE  
UP TO DATE AT THE START AND  
END OF EVERY MARKET  
SEASON**



# FACEBOOK

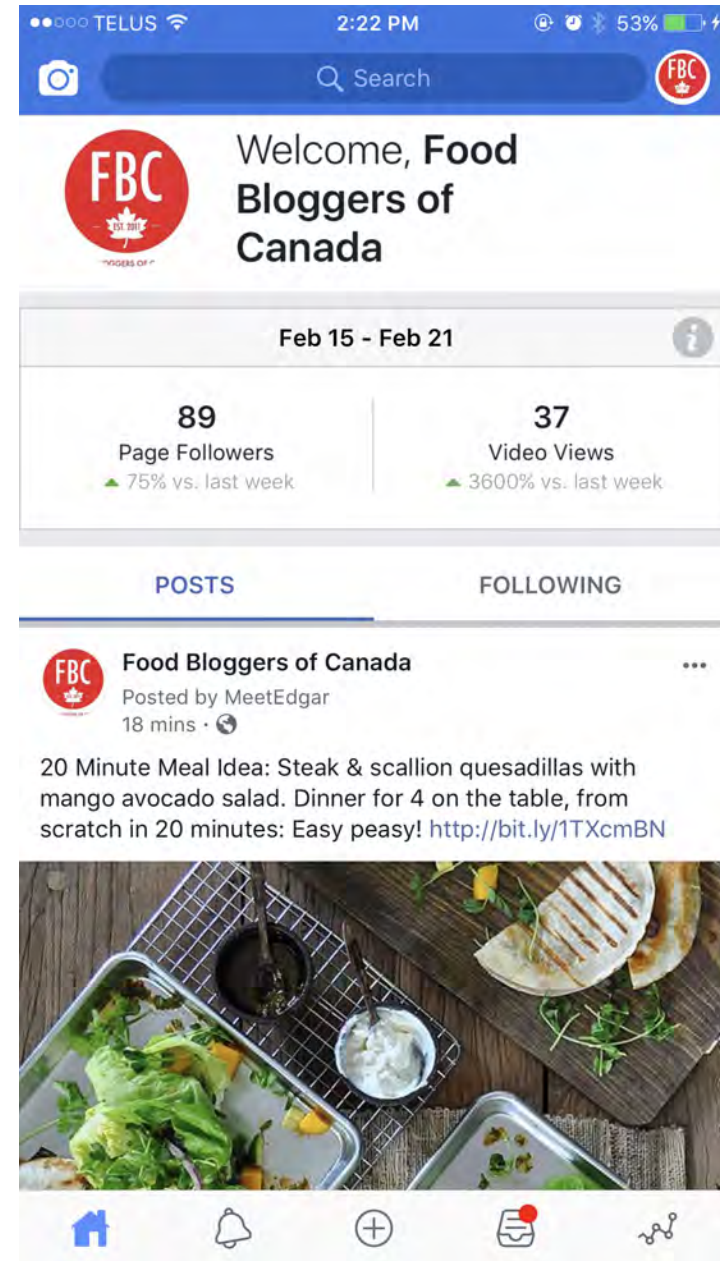
## KEY DEMOGRAPHICS

- Over 2.13B active monthly users and 1.4B daily active users (Q4 2017) Over 1.15 BILLION active mobile users
- Largest demographic is 25-34 (29.7%)
- Highest traffic is mid-week between 1-3pm
- On Thursdays and Fridays engagement is 18% higher
- Average visit is 20 minutes

Source: <https://zephoria.com/top-15-valuable-facebook-statistics/>



FOOD BLOGGERS OF CANADA



# TWITTER

## KEY DEMOGRAPHICS

- Over 330M active monthly users and daily active user year over year growth increased by 12%
- Largest demographic is 18-29 followed by 30-49 (totals more than 50% of users)
- Even split between male and female users and urban/suburban/rural users
- Over 50% of them have an income greater than 50K (with 30% over 75K)
- **Top option for social customer service**

Source: <https://zephoria.com/twitter-statistics-top-ten/>  
<https://sproutsocial.com/insights/new-social-media-demographics/#twitter>



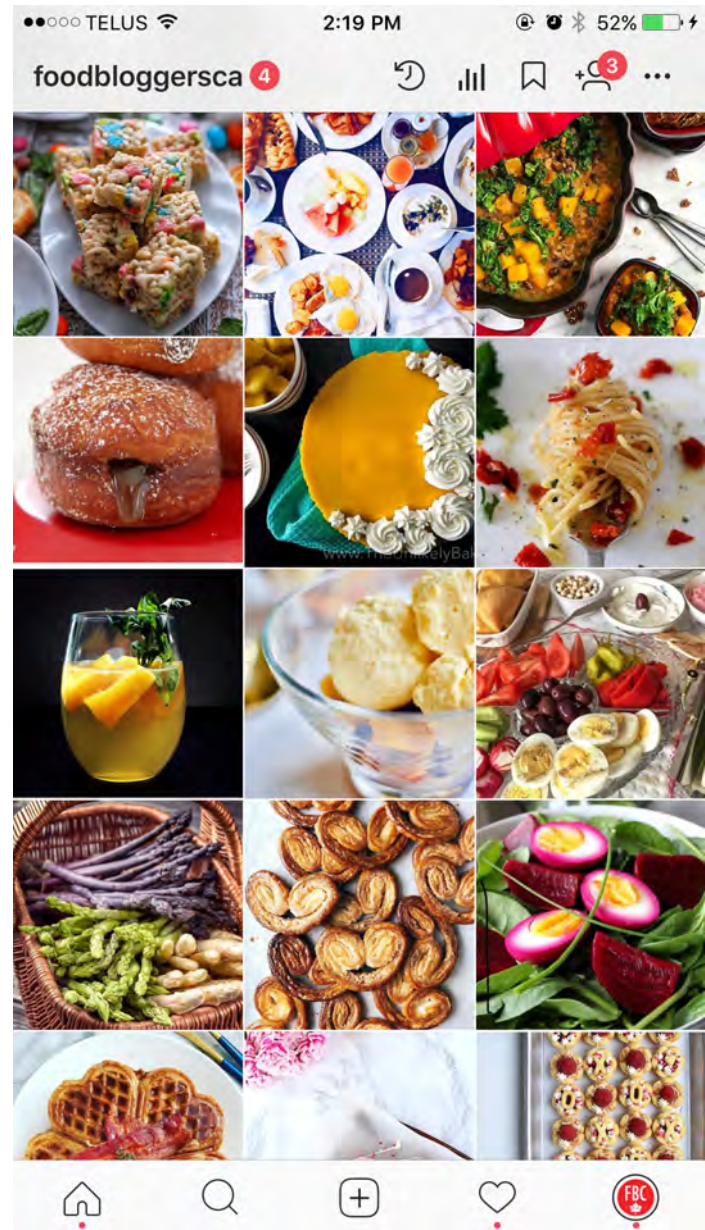
A screenshot of the Twitter profile for Food Bloggers Canada (@foodbloggersCA). The profile picture is a collage of food images with the FBC logo overlaid. The bio reads: "Connecting bloggers &amp; brands since 2011 and home to 2,400 Canadian food bloggers! Tweets @EthanAdeland &amp; @mhchipmunk". The location is listed as "Canada" and the website is "foodbloggersofcanada.com". The profile shows 5,821 following and 41.2K followers. The "Tweets" tab is selected, showing a pinned tweet from 5 days ago: "It's mango time! Make the most of this seasonal treat with these 30 mango recipes from FBC members and transport yourselves to the tropics! bit.ly/FBCMangos". The tweet includes a photo of mango recipes and a large number '30'.

# INSTAGRAM

## KEY DEMOGRAPHICS

- Over 800M active monthly users and daily active user year over year growth increased by 12%
- 59% of 18-29 year olds use the app
- Posts with a location get 79% more engagement!
- Users engage more on weekdays
- **Highly visual platform – strong photos, videos, and visual stories and live updates a must**

<https://sproutsocial.com/insights/instagram-stats/>



# OTHER PLATFORMS TO CONSIDER

## **SNAPCHAT**

- Popular with younger millennials and Gen Z

## **PINTEREST**

- A spot for collecting ideas and inspiration

## **YOUTUBE**

- Video content - particularly longer form video





# SOCIAL TOOLS

## SCHEDULERS

- Hootsuite (free option)
- Buffer (free option)
- IFTTT (free – combines with Google Calendar)
- Facebook native scheduler (free and recommended)
- Tweetdeck (free - Twitter only)
- Later (free - Instagram)
- Co-Schedule (paid)
- Meet Edgar (paid)
- Tailwind (paid and mainly for Pinterest)

## CONTENT CREATION APPS

- iMovie
- VSCO
- A Color Story
- Hyperlapse
- Cut Story
- Rotate and Flip
- Splice

## OTHER

- Mailchimp (newsletter)
- Facebook pages app
- Google calendar
- Asana or Trello (project management software)



# CONTENT CREATION

You need content to share – the key is to make it **engaging** so followers interact and feel welcome. The **goal** behind every piece of content should be to **build and strengthen your community.**

## ALL CONTENT SHOULD DO ONE OF THE FOLLOWING

- **ENCOURAGE** them to participate and discuss
- **INVITE** them to join in
- **ASK** them questions to get their feedback or participation
- **ENTERTAIN** them (never underestimate the value of a laugh)
- **INFORM** them
- **HELP** them



# CONTENT CREATION

You **DON'T** need to create brand new content for every platform.

You **DO** need to tweak content to make it fit the personality of each platform.

## FACEBOOK

- videos
- live videos – great for market day.
- recipes – share a recipe that takes advantage of what's in season that week at the market
- photos – showcase your vendors, their weekly specials, in season items
- polls – ask your customers what they'd like to see, how they cook their corn on the cob. Get creative
- memes
- tips and tricks – provide quick tips on how to prepare lesser known fruits and veggies for sale
- questions – ask simple questions: favourite summertime fruit, favourite way to use honey



# CONTENT CREATION

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You **DO** need to tweak content to make it fit the personality of each platform.

## TWITTER

- “In the moment” updates – perfect for market day
- Live tweet throughout market day – use photos in your tweets
- Share vendor specials, let customers know who’s at the market this week, what’s available, who the entertainment is
- Send out teaser tweets during the week to let people know everything that’s happening on market day
- Share tweets from your vendors, as well as content from chefs, food bloggers and anyone who is creating and sharing great seasonal recipes that showcase items for sale in your market



# CONTENT CREATION

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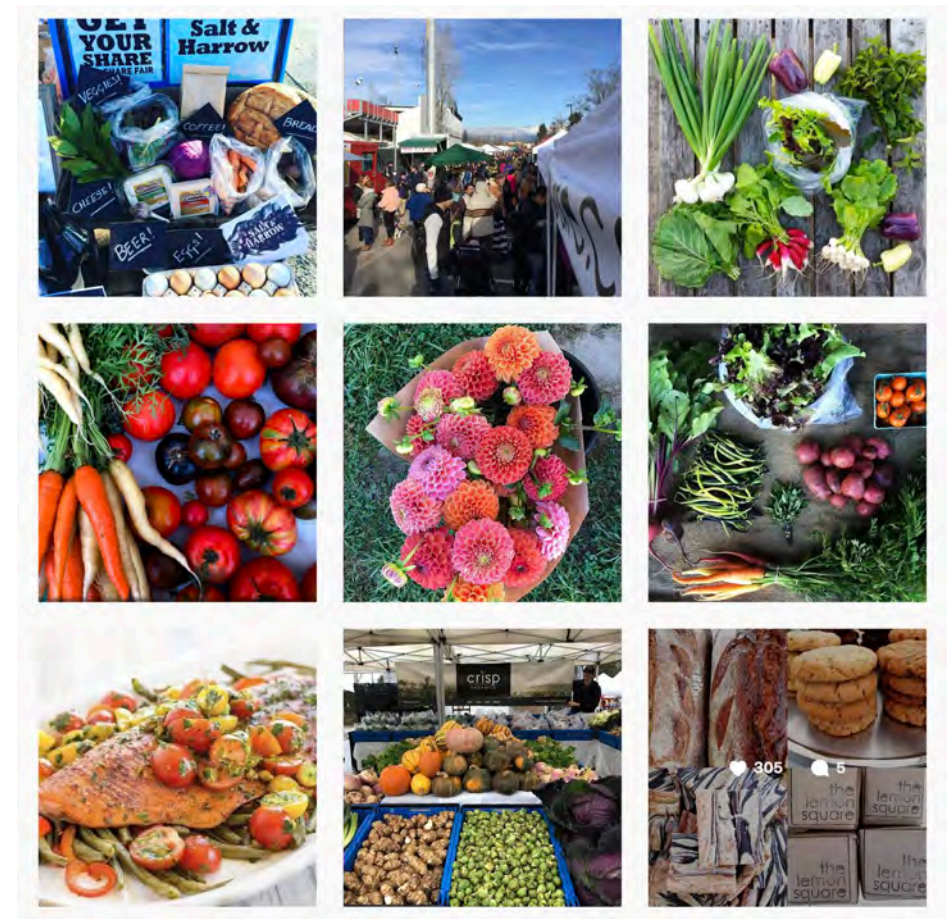
You **DO** need to tweak content to make it fit the personality of each platform.

## INSTAGRAM

- Photos for your feed – fruit and veg are easy to photograph and can be beautiful – think “eat the rainbow) – post daily throughout the week
- Hashtag appropriately
- Share behind the scenes and updates on Instagram stories during market day
- “Interview” your vendors on market day in an Instagram Live or in IG stories
- Team up with a local dietitian or nutritionist and share nutritional facts about products for sale
- Create a market hashtag and use it across all platforms



# CONTENT CREATION



<https://twitter.com/HamOntMarket>

[www.instagram.com/vanmarkets](http://www.instagram.com/vanmarkets)

# REPURPOSE CONTENT

- Build up a bank of photos – they can be used across multiple channels
  - Square works on all channels especially instagram
  - Horizontal (landscape) works best on Facebook and twitter
  - Portrait works best on Pinterest
- Video can be edited and used on Facebook, Instagram, Twitter and YouTube
  - Short form video for FB, IG and Twitter, long form for YouTube
- Live interviews can be transcribed into blog posts and articles
- Facebook and Instagram Lives can be saved and repurposed
- Share content from other markets, vendors, local chefs, dietitians and nutritionists and social influencers



# GO LIVE!

Live broadcasting is big right now

- Facebook, Instagram and YouTube all support live broadcasting
- Great way to capture the excitement of market day and share it
  - Interview vendors, attendees
  - Share market specials
  - Show what's hot or in season
  - Broadcast a cooking or DIY demo
  - Share your local food truck cooking up their specialty or your onsite barista whipping up a latte
- Always encourage viewers to come on down and join in
- If you're uncomfortable going 100% live, try IG stories





# MAKE YOUR VENDORS INTEGRAL TO THE COMMUNITY

Get your vendors involved.

- Have all your vendors provide their website info and all social handles prior to market season
- Make a master list and pass it on to all vendors encouraging them to use it
- Make sure they have YOUR social information
- Encourage them to submit anything newsworthy they have to share each week – create a shared Dropbox or Google Drive folder
- Hand out market day talking points each week to everyone involved:
  - Vendors, volunteers, your street team
  - Include suggested tweets, vendor handles, your handles
- Make it so easy for them they can't help but participate
- Lead from the top – make sure your social channels are active and engaging
- Mention your vendors throughout the week – this encourages them to reshare and engage with your social content



# INVOLVE LOCAL SOCIAL INFLUENCERS

These can include:

- Local chefs active on social media
- Local dietitians and nutritionists – many of them are very social media savvy and are comfortable on camera or being interviewed
- Food bloggers and instagrammers

## IDEAS

- Cooking demos
- Recipe creation
- “live” market tours
- Follow a chef on his or her market shop and then head to the restaurant to see what’s on the menu



# FINDING AND APPROACHING SOCIAL INFLUENCERS

- Check out who's tagging you on social media – use geotagging as well
- Start following any chefs, bloggers, or health care practitioners who mention you – **interact** with them!
- Organize a market day tour for a small group of influencers – create a hashtag for the tour or for your market
- Create a market “ambassador” position each season and hire a social influencer
- chefs, dietitians and bloggers may require financial compensation for services
  - Recipe creation
  - Appearance fees
  - Cooking demos
- Always, ALWAYS reach out to influencers in a way that provides value to them as well as you (free “exposure” is not a good value proposition)



# MARKET SOCIAL STREET TEAMS

- Create a market day street team who's sole job is to promote the market via social media
- Create a volunteer social media position
- High school and university students are a great option
  - They're social media savvy
  - They're wizards on their mobile devices with photo and video
  - HS students need to fulfill their volunteer requirements for graduation
- Put the call out via social media
- Poll your volunteer team or staff for teenage children
- Encourage them to not only use the market's social accounts but their own – turn them into market ambassadors as well – they can bring in a younger crowd.
- Try to have some consistency throughout market season



# DON'T SHUT DOWN FOR WINTER

Markets may be closed but social media isn't – **stay top of mind!**

- September – February is **the** biggest food season of the year
  - Back to School, Thanksgiving, Halloween, Diwali, Christmas, Hanukkah, New Years Eve, Orthodox Christmas, Lunar New Year, Super Bowl, Valentine's Day
- Continue posting at least daily on your most consistent social channels
- All market long – share tips for freezing and canning summer veggies and fruits for winter use
- Late market – promote root vegetables and give long term storage tips
- Share seasonal recipes that use seasonal produce and whole foods
- Encourage people to eat more whole foods all year long even if they're not buying them at your market – these are your people!
- Provide tips for growing herbs in the kitchen over the winter (and recipes to cook with them)
- Do seasonal videos for simple kitchen tips for cutting squash, roasting veggies, making salad dressing from scratch
- Head out to local farms or artisans and shoot video or do interviews to show what happens off season
- Share behind the scenes prep photos for next season
- Do "Countdown to Market" photos or a calendar across all platforms



INTERACT

ENGAGE

BE SOCIAL

BRING EVERYTHING BACK TO THE COMMUNITY



# ABOUT US

We are:

Melissa Hartfiel – Managing Director of Content Creation (@mhchipmunk)

Ethan Adeland – Managing Director of Partnerships (@ethanadeland)

Food Bloggers of Canada

<https://www.foodbloggersofcanada.com>

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