



FARMERS MARKET COALITION

farmersmarketcoalition.org

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2020 Guest Instagram Guidelines

Over the past few years, the Farmers Market Coalition's Guest Instagram Program has given farmers market managers and operating organizations the opportunity to showcase the great work that their market is doing to our national audience. Our goal is to promote the value that farmers markets have for their communities on a larger scale while expanding the potential reach of individual farmers markets.

TIMELINE

January:

Application for the program opens. Demonstrate the unique aspects of your farmers market or farm and the impact that the work you do has on your local community. Strong applications will include examples using specific data or anecdotes.

February:

Organizations are selected to participate in the 2020 Guest Instagram Program. FMC staff will let you know which week you are scheduled to take over the account. Remember to mark it on your calendar so it doesn't sneak up on you!

We recommend that you attend one of FMC's marketing webinars for some educational opportunities and inspiration for a social media plan.

One to two months before your takeover:

Create a social media plan! Planning ahead is the best way to take advantage of the week-long exposure to our audience. Draft the language you'll want to use for captions, identify your favorite photos, pick trending hashtags, and look up the Instagram handles of other accounts that you may want to tag. Put this content in the order that you'll want to post during your takeover week.

Two weeks before your takeover:

Finalize your social media plan and remind other necessary staff about the upcoming takeover. If you have not sent a photo and quote to FMC staff, this is your last chance!

Takeover week:

Have fun! Spend time engaging with commenters, posting Instagram stories, and promoting the takeover on your own social media channels.

One week after your takeover:

Reflect on the experience and provide feedback through FMC's feedback form. Please be honest! Your feedback helps us continue to improve the experience.

GUIDELINES

1. Use your week long Guest Instagram time-slot to tell your market's story through pictures, videos, and captions. Time-slots begin on Mondays and end on Sundays.

LOGGING IN -The week before your scheduled Instagram takeover, you will receive an email from an FMC staff member with the account password. When you try to log in for the first time, Instagram may ask you for a verification/security code. If this happens, please reach out to your contact at FMC.

2. Plan to post a minimum of 2-3 times during the week of your takeover. You are not required to post every day, but we want you to take full advantage of this opportunity! To avoid spamming followers, try not to post more than 3 times per day.
3. The first post should introduce yourself/the market and that you will be taking over FMC's Instagram for the week. Be sure to tag and/or mention your market's social media pages in this post. *For example: Greetings from Bob at the @NowherevilleFarmersMkt! We're taking over FMC's Instagram this week and can't wait to show you all the history, vendors, and people that make our market so special.*
4. At least one of the posts during the week should be a data or metrics-focused post. This post should contain some type of data, statistics, etc. about your market. *For example: Did you know that the Nowhereville Farmers Market has 37 vendors and 87% of our goods are certified organic?*
5. At least one of the posts during the week should be a people-focused post. This post can highlight the market manager, a long-time volunteer, or any other person that helps your market operate successfully. This post should not highlight a vendor (but please feel free to share posts that do highlight vendors!), but should recognize the people that work on behalf of the market. *For example: Meet Bob! Bob has been a volunteer at the Nowhereville Farmers Market for 7 years. His favorite part about volunteering with the market is helping vendors set-up and learn about their produce. "I look forward to coming to the market every weekend - it's the best park of my week!"*

OPTIONAL GRAPHIC DESIGN OPPORTUNITY

Participants can submit a high resolution photo along with a quote and FMC will create the social media image that you can use to promote the market during the takeover and on your own social media. Photos and quotes must be submitted no less than two weeks before the start of their Instagram takeover, or we cannot guarantee the edited image.

CONTENT IDEAS

History: Who started the market? How and why did the market get started? How long has the market been in operation? What are the plans for the future of the market? How has the market grown over the years? What makes your market unique? What does your market do differently than other markets?

Community: What neighborhood is the market in? How does the market bring the neighborhood together? How does the market make food accessible and affordable to the community? Who are the customers at the market? What community partnerships and/or sponsors help support the market? How do you get the word out and invite the community to the market? How do the products sold at the market meet the needs of the community?

Economy: Who are the entrepreneurs, vendors, and farmers at the market? How does your market support the success of the vendors? What economic impact does your market have on the local community? How many people does your market employ?

Programs: What programs does your market have? What events does your market host? Does the market have any programs or activities for children? What local artists/musicians/etc. are featured at your market? Does the market host chefs or live cooking demonstrations?

Behind the Scenes: Who are the people that help the market run? What does the market's volunteer program look like? What does it take to make the market run, from set up to break down? What work is being done on off-days to prepare for market day?

TIPS, TRICKS, & HELPFUL LINKS

Choose quality over quantity. Make sure your pictures are bright, high-quality, and clear.

Know your voice! Although you are on the FMC account, don't be afraid to show the brand and personality of your market in your posts.

Tag and/or mention your market in all of your posts during the week. This will help direct followers and traffic back to your own Instagram account.

Take advantage of Instagram stories. During your takeover, you are not limited to posts. Instagram stories are a great way to post additional content that may not need an entire post. If your market will be open during your takeover, Instagram stories are a great way to showcase what's happening in real-time.

Suggested hashtags to include with all posts:

- #FarmersMarketsCount
- #LoveMyMarket
- #WhyFarmersMarkets
- #FarmersMarkets
- #ShopLocal
- #[your state]Grown (For example: #GeorgiaGrown or #GAGrown)

RULES & CONDITIONS

1. Do not respond to any direct messages that may be received during your scheduled takeover. FMC will be monitoring the Instagram account and will respond as necessary.
2. Do not change the link in FMC's Instagram profile unless you have received permission from an FMC staff member.
3. Some of FMC's other social media accounts are linked to our Instagram account. Do not share your Instagram posts to these linked accounts. Before you post, be sure to check that under 'Post to Other Accounts', Facebook, Twitter, and Tumblr are turned off.
4. **All photos posted to FMC's account are subject to reuse without further permission. FMC will give credit to the market or original owner when possible and appropriate.**

I have read all of the Farmers Market Coalition Guest Instagram program Guidelines, Rules, and Conditions. I agree to abide by the rules of the program and complete an evaluation of the program at the end of my week long Instagram Takeover.

Participant Name

Organization (Farmers Market or Farm)

Signature

Date