



2021 Guest Instagram Guidelines

The Farmers Market Coalition's Guest Instagram Program gives farmers market managers and operating organizations the opportunity to showcase the great work that their markets are 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 social media reach of individual farmers markets.

TIMELINE

December:

Application 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.

January:

Organizations are selected to participate in the 2021 Guest Instagram Program. Participants will be chosen based on a variety of factors including whether they have participated in the past, variety of market size, and location. Priority will be given to market operators that are [FMC members](#) and who have pledged to attend FMC marketing webinars.

The first webinar of the year, "Graphic Design for Non-Designers," will be held on **Wednesday January 20th, 2021 at 10am PT/ 1pm ET**. This free webinar is highly recommended for participants in the Guest Instagram program.

In mid-January, FMC staff will reach out to accepted markets via email to inform you which week you have been scheduled to take over the FMC Instagram account. Remember to mark it on your calendar so it doesn't sneak up on you!

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. Use resources listed at the bottom of this document to further prepare.

One month before your takeover:

New in 2021! The FMC Communications team will host monthly calls with the cohort of Guest Instagram participants for the upcoming month. Participants will meet for 30 minutes with fellow market leaders to share ideas, collaborate on planning, and work through challenges. FMC staff will offer tips and advice from our experience running the program and will be available for any questions or support. These monthly Guest Instagram cohort calls are **required** and alternate times can be arranged to accommodate schedules.

Guest Instagram participants from the previous month (who have already completed their takeover) are also invited, but not required, to join and share their experiences and suggestions with the new cohort.

These monthly meetings will be held via Zoom the first Tuesday of every month at 10am PT / 1pm ET. FMC staff will send you an email reminder of the date which you are assigned. Participants are required to attend the month before their takeover to learn from previous participants.

Two weeks before your takeover:

Finalize your social media plan and remind other necessary staff about the upcoming takeover.

One week before your takeover:

You will receive a reminder email from FMC staff about your takeover and with information about logging into the account and your unique password.

LOGGING IN - 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.

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](#). We'll be asking about your experience during the takeover, how many followers you gained and what you may have learned. Please be honest! Your feedback helps us continue to improve the experience.

GUIDELINES

1. **New in 2021!** Attend our monthly Guest Instagram cohort calls: a space for market operators to share experiences, tips and tricks for social media. These meetings will be held via Zoom the **first Tuesday of every month at 10am PT/ 1pm ET for 30 minutes**. Please plan on attending the month before your takeover to learn from previous participants, and plan on attending the month after to reflect on your experience and share your knowledge!
2. 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.
3. 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.
4. 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.

5. 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?

6. At least one of the posts during the week should be a people-focused post. This post can highlight the market manager, board member, 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!"

CONTENT IDEAS

Pandemic: How has your market responded to COVID? Have you made unique changes to your market set up? How has your community supported the market through the pandemic?

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?



fmcorg Pullman City Market is one of a kind! Located in a beautiful National Monument, this market is popular with seniors who buy fresh produce including greens and beans. Dotson's Farm @dotsonsfarm is family owned and has been selling at Pullman since it started.

<https://www.facebook.com/PullmanNationalMonument.NPS/?fref>

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?



fmcorg Meet Farmer Ian, the farm manager at Serenbe. He is passionate about no-till farming and lives in the community with his wife and four year old daughter. The son of a chef, you can always find him passionately describing all the different ways to prepare the organic veggies he grows.
#serenbe #serenbemarket
#georgiagrown #georgiaorganics
#spring #farmlife #farmersmarket
#foodie

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fmcorg In 2015 Project GROWS partnered with the Staunton-Augusta Health Department to establish a farmers market onsite to better serve WIC participants who participate in the Farmers Market Nutrition Program (FMNP). During a scheduled WIC appointment, Health Department staff administer WIC benefits, help families navigate their benefits, interact with regional growers, and provide nutrition education all at the market! In 2019, redemption of FMNP vouchers at this market totaled \$5,774, which equates to a 58% allocation rate and was, in fact, the highest redemption rate in the state of Virginia.

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?



fmcorg Hello from sunny 🌻 Colorado (although a little snowy ❄️ as of late)! We're the Boulder County Farmers Markets, @bcfm. We operate three producer-only markets 🥕🥦🍅 in Boulder County and one in Denver. We're excited to show you around our markets this week and our newly established curbside pickup 🚗. Despite the extra lift in 2020, our staff, pictured here, are still all smiles. Come along with us and see what they have been up to this year.
 #bcfm #coloradoproud
 #lovemymarket #shoplocal



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. Don't forget to tag partner organizations too if you mention them!
- 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:

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

Additional Resources:

- [Farmers Market Instagram Photo Tips](#): From Content Kitchen.
- [Communications Planning Made Easy with Values-Based Marketing Webinar](#): Featuring Heidi Anderson from theFarmBoard.
- [Values Based Marketing Webinar](#): Featuring Heidi Anderson from theFarmBoard.
- [Social Media Planning Guide](#): From theFarmBoard.

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. Participants should attend the Guest Instagram cohort call on the first Tuesday of the month before their scheduled takeover. Reasonable accommodations will be made for those who cannot attend, but all participants should try to the best of their ability to attend their scheduled meeting.
5. Participants should attend at least one FMC Communications and Marketing webinar, ideally before your takeover week.
6. **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, participate in networking and training opportunities, 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