



NATIONAL FARMERS MARKET WEEK

August 2 - 8, 2020

Social Media Planning Kit

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Social Media Campaign Hashtags and Sample Posts

Stay connected with FMC through all of National Farmers Market Week, and throughout the year! **Follow us on [Facebook](#), [Instagram](#), and [Twitter](#) @FMCorg.** We are also constantly updating our [blog and website](#) with resources for farmers market operators.

Influencers, markets, and local food fans are encouraged to help promote the celebration by using the hashtag #FarmersMarketWeek. Our Social Media Cheat Sheet provides a list of sample social media posts to promote NFMW. Be sure to follow FMC on Facebook, Twitter, and Instagram, and help us spread the word about NFMW and the benefits of farmers markets by sharing and retweeting our posts.

#FarmersMarketWeek

Let's get **#FarmersMarketWeek** trending nationwide! Use this tag for anything National Farmers Market Week big or small. FMC will also be using it to search for posts to retweet and to review how many people were talking about National Farmers Market Week overall.

Sample posts:

- Farmers markets bring people together, even when they're 6 feet apart!
#FarmersMarketWeek
- According to USDA, farmers who sell at #FarmersMarkets are more likely to stay in business than those that don't. **#FarmersMarketWeek** bit.ly/1JxwXga

#FarmersMarketsAreEssential

Farmers Markets continue to connect communities to delicious and nutritious local food in innovative ways. Market operators are adaptable and innovative to serve communities in unique ways that keep everyone safe. Farmers Markets are an essential part of our strained food system. Use the **#FarmersMarketsAreEssential** hashtag to share information on how your market provides essential services for the community. Examples could include: Incentive programming, highlighting vendors who rely on market income, and customers who rely on market products.

Sample posts:

- **#FarmersMarketsAreEssential!** Farmers markets like ours provided fresh food to our communities when conventional supply chains failed. <https://bit.ly/2ZPjFrX>
#FarmersMarketWeek
- A resilient food system needs flexible outlets! Our market manager, [Name], was able to quickly shift operations to ensure customer and vendor safety while continuing to serve the community. **#FarmersMarketsAreEssential #FarmersMarketWeek**

- Unlike big groceries, products from your farmers market go through just a few hands—the farmers and yours—before reaching your plate. **#FarmersMarketsAreEssential**
- Farmers Markets are a great place to shop for food for your whole family. Using proper storage techniques, you can stock up the bounty of the season and reduce your shopping trips. **#FarmersMarketsAreEssential**

#LoveMyMarket

Even though we aren't able to hold our usual **#LoveMyMarket** instagram contest (we don't want patrons sticking around to put on tattoos and snap photos!), markets should think creatively about how customers and supporters can show love to the market this year. For markets that aren't able to open, managers may ask for donations through a **#LoveMyMarket** campaign. Or markets that need PPE might ask supporters to donate masks, soap, and/or hand sanitizer. It's more important than ever to show markets love, so use this hashtag for creative ways that market-goers can support their local farmers market.

Sample posts:

- The Townsville Community Farmers Market is taking donations of cloth face masks, soap, and hand sanitizer to keep our vendors, staff, and customers safe and community fed this summer! [\[insert donation link\]](#) **#LoveMyMarket #FarmersMarketWeek**
- Due to the pandemic, Villagetown Farmers Market isn't open this **#FarmersMarketWeek**, but additional costs and lost revenue may deter us from opening when [State/County] allows for it. Consider donating to our market relief fund for health and safety supplies! [\[insert donate link\]](#) **#LoveMyMarket**
- Farmers markets are for communities. That's why our market is dedicated to public health and safety, including additional hand washing stations, required masks, and social distancing. **#LoveMyMarket**
- Market managers are local food heroes! Our manager, XXX, set up an online purchasing process in just X weeks in response to the pandemic. Because of them, we were able to get fresh food into the hands of families. **#LoveMyMarket**

Planning Your Market's Unique Messaging

It's important to highlight the unique aspects of your market in order to differentiate it from other food retail options (and other markets too!). Use the prompts below to add personalized messaging to your NFMW social media campaign.

- **History:** Take the opportunity to provide background on the history of your market. How did it come to be? How has it grown? Challenges and successes? Plans for the future? Any information on the market staff or governance? What is your market's mission?
- **Health and Safety:** What policies and protocols are you putting into place to ensure that your customers, vendors, and staff remain safe at the market?
- **People and Community:** How does your market bring your neighborhood together? Who are the familiar faces at your market? What is the impact your market has for community members?
- **Access:** How does your market make fresh food affordable and available? Are there key community partnerships that add to the market experience and identity?
- **Diversity and Inclusion:** Who are your customers and vendors? How do the products they sell meet the demands of the community? What actions are your market taking to make all community members feel welcome and included?
- **Economy:** Who are the entrepreneurs/farmers/vendors your market(s) supports? How does your market promote their success? Are there specific data points that you can tie in to reflect the market's economic impact?
- **Programs:** What programs/events/initiatives drive education or sustainability at your market? Give a little background on how they came to be and any ideas or expansions for the future.
- **Behind the Scenes:** Share about the market staff and the efforts it takes to make market day happen. Take this opportunity to touch on what makes the market special, and how the market and the community it serves make you feel fulfilled.

Draft your National Farmers Market Week Communication Plan

Now that you have some ideas for what to post on social media during National Farmers Market Week, start to draft specific captions and photos and schedule your social media content calendar. By having these general posts ready to go ahead of time, you can spend more time responding to comments and sharing stories in the moment!

[Google Spreadsheet](#) | [Excel Template](#)

A special thank you to our sponsors and partners who allow us to improve our resources and templates every year, reach more audiences, and promote the value of farmers markets far and wide!

The Farmers Market Coalition is a 501(c)(3) nonprofit dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities.