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*boost.*

Social Media Training 3.31.20

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# Social Media Basics

The Platforms:

Facebook, Instagram, Twitter, etc.  
etc. etc. etc. etc.

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# The Basics

## Facebook

- Social profile
- Users have “friends”
- Available in 101 languages

## Instagram

- Photo-sharing platform
- Users have “followers”
- Owned by Facebook

## Twitter

- Micro-blogging platform
  - Users send “tweets” to followers and friends
-

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# Demographics

## Facebook

- 68% of social media users
- Popular among 18-29 year-olds
- 54% Female
- 46% Male

## Instagram

- 35% of social media users
- Popular among 13-17 year-olds
- 54% Female
- 46% Male

## Twitter

- 25% of social media users
  - Popular among 18-29 year-olds
  - 50% Male
  - 50% Female
-

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# Audience & Engagement

## Facebook

- A way to target Baby Boomers and Gen Xer's
- Ideal place to sell things

## Instagram

- Here is the place to find Millennials
- Visuals are key

## Twitter

- Great way to reach young people
  - International reach is high
-

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# Marketing Effectiveness & Cost

## Facebook

- Free
- Click: \$0.51
- Impression\*: \$9.06
- Tip: Cap your bids

## Instagram

- Free
- Click: \$1.28
- Impression\*: \$6.70
- Tip: Set a lifetime budget for your campaign

## Twitter

- Free
- Click: \$0.53
- Impression\*: \$5.76
- Tip: Set a manual bid

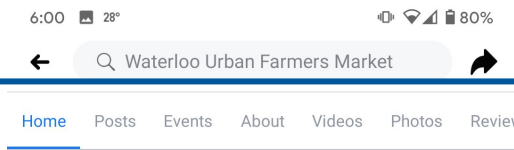
*Impression\*: Per 1,000 Impressions*

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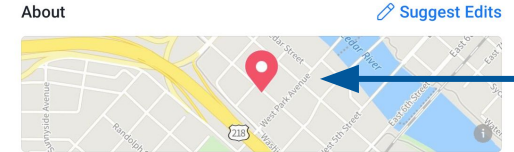
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# Choose a Platform

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Eye-catching, branded cover photo



Location, location, location!

460 Jefferson St, Waterloo, Iowa 50701 GET DIRECTIONS  
Street and parking lot parking available

Logo as profile picture

469 people checked in here  
<https://www.mainstreetwaterloo.org/urban-farmer-s-market>

Website, phone number, hours

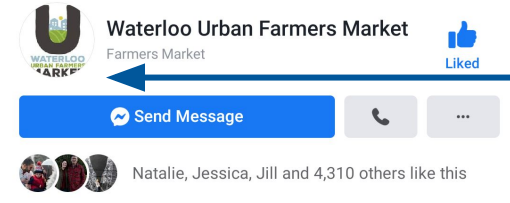
Send Message  
(319) 291-2038

Farmers Market · Shopping & Retail  
Closed Now · 8 AM - 12 PM

Popular Hours  
MON TUE WED THU FRI SAT SUN

9 AM 11 AM 1 PM 3 PM 5 PM 7 PM 9 PM 11 PM  
See All >

Send Message



Waterloo Urban Farmers Market

Farmers Market

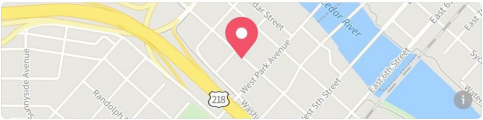


Send Message

Natalie, Jessica, Jill and 4,310 others like this

Home Posts Events About Videos Photos Review

About Suggest Edits



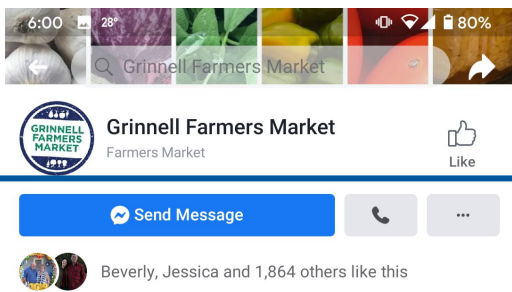
460 Jefferson St, Waterloo, Iowa 50701 GET DIRECTIONS  
Street and parking lot parking available

469 people checked in here  
<https://www.mainstreetwaterloo.org/urban-farmer-s-market>

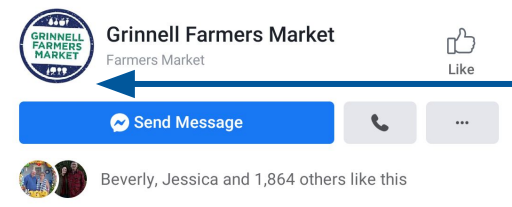
Send Message  
(319) 291-2038



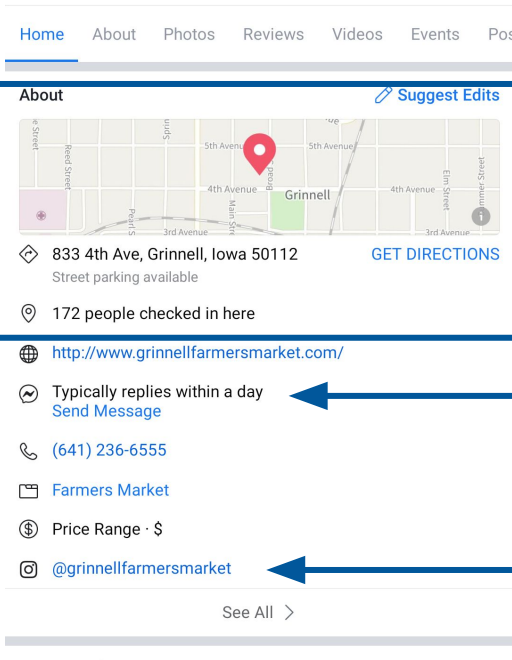
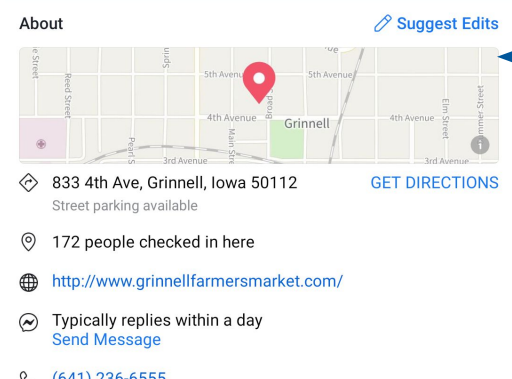
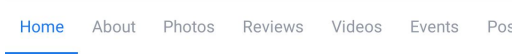




Market name, date, and location in the bright, eye-catching cover photo



Logo as profile picture



Location, location, location!  
Customers can expect a timely reply

Instagram handle



Cedar Rapids Downtown  
Farmers Market

Farmers Market



Contact Us

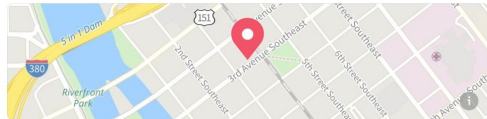


Liz, Preston, Aimee and 13,502 others like this

[Home](#) [About](#) [Photos](#) [Reviews](#) [Videos](#) [Events](#) [Pos](#)

About

[Suggest Edits](#)



501 1st St SE, Cedar Rapids, Iowa 52401 [GET DIRECTIONS](#)  
Street and parking lot parking available

18,507 people checked in here

<http://www.CRdowntownMarket.com/>

See what Cedar Rapids Downtown Farmers Market is doing in Messenger [Get Started](#)



Independence Farmers Market

Farmers Market



Send Message



Jennifer and 1,652 others like this

[Home](#) [About](#) [Events](#) [Posts](#) [Photos](#) [Reviews](#) [Com](#)

About

[Suggest Edits](#)



100 1st St W, Independence, Iowa 50644 [GET DIRECTIONS](#)

97 people checked in here

<https://www.extension.iastate.edu/buchanan/farmersmarket>

[Send Message](#)

(319) 334-7161

[Farmers Market - Specialty Grocery Store](#)

Your cover photo is prime Facebook real estate to show off to people checking out your page.

Leading up to and during your market season, it's a highly visible spot for dates/times/location.

During the off-season, it's a great space to use for an "away message."

Have a special event or market coming up? Include details here!

# Content Curation

Text, photos, and video.

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# Variety & Quality

## Cater to your audience...

- What do your followers want?
  - Be genuine in your photos
  - Experiment with video
  - Use events!
  - Encourage engagement
  - Cross post, but only with Instagram
-

**Muchness Sonya Mason**  
Feb 8 at 6:56 AM

If you have a separate children's bathroom.....Call or message because YOU.NEED.THIS.SIGN.



Autumn Reisetter and 42 others 7 Comments • 2 Shares

**P.H.A.T. Daddy's**  
7 hrs

Don't forget to make reservations for Valentine's Day limited menu for this Friday!

6 4 Comments

Like Comment Share

**Broad Street Market**  
Feb 8 at 10:47 AM

PLEASE SHARE! We have rearranged our show schedule and added in an extra local event! Just two weeks away we hope you'll help us spread the word.



**FRI, FEB 21 - FEB 23**  
**February Market**  
Broad Street Market · Montezuma

INTERESTED

You like Broad Street Market

Suggested for You

**MAGIC 92.5 | San Diego**  
Feb 3 at 1:13 PM

Cookie Monster Ice Cream 🍪



🔊

# Post Frequency

There is a fine line between too much and too little.

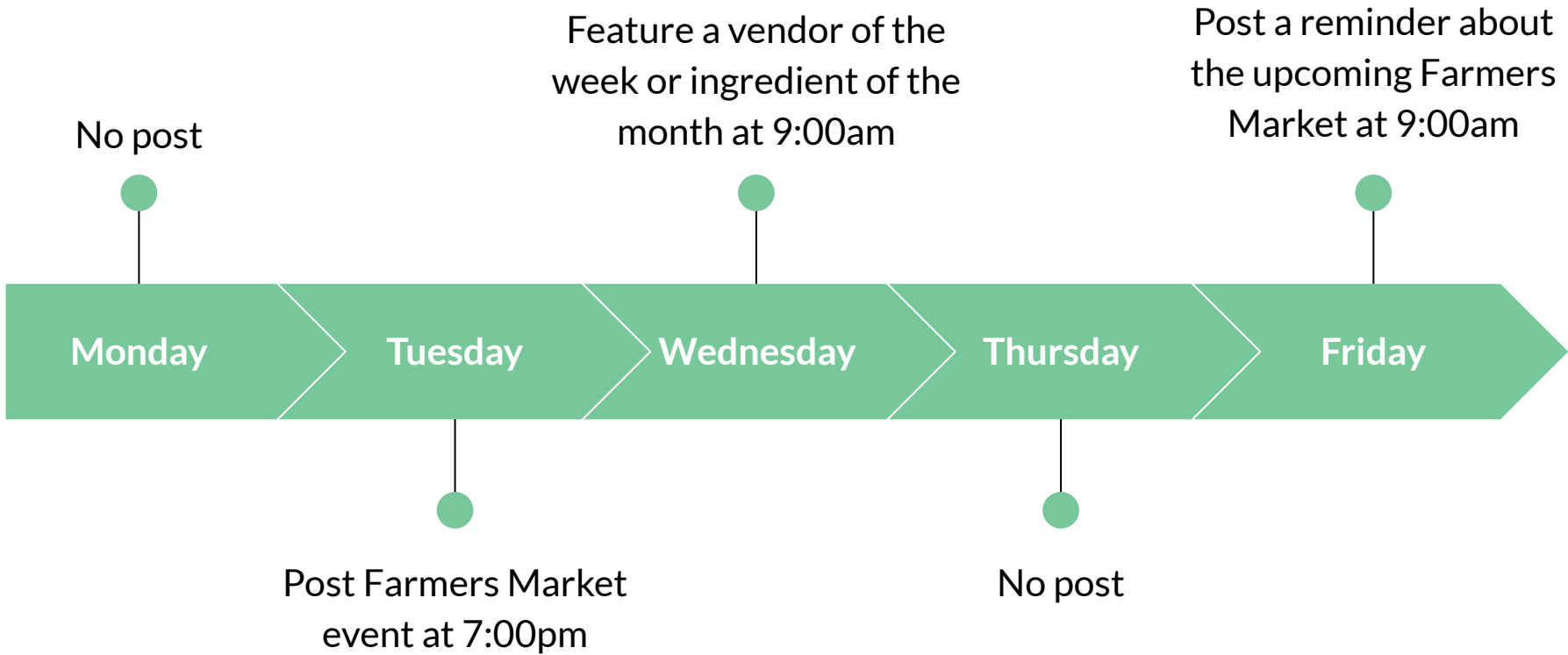
---

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# 3 Times Per Week

Find what works for you...

- 1 post per day is ideal
  - 2 per day is too many
-







# Use FB Insights to:

- Find out when your audience is online
- See your posts performed
- Compare post reach and engagement
- Make decisions about when and what to post

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages
- Orders

When Your Fans Are Online
Post Types
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

**DAYS**

836	867	865	862	861	855	843
Sun	Mon	Tue	Wed	Thu	Fri	Sat

**TIMES**

All Posts Published
Create Post

Reach: Organic / Paid
 Post Clicks
 Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/03/2020 7:40 PM	Throwback to last week when some great volunteers helped us put the	<span style="font-size: 0.8em;">📁</span>	<span style="font-size: 0.8em;">🌐</span>	313 <span style="display: inline-block; width: 15px; height: 10px; background-color: #f4a460; border: 1px solid #ccc;"></span>	51 15 <span style="display: inline-block; width: 20px; height: 5px; background-color: #4269bd; border: 1px solid #ccc;"></span>	<span style="background-color: #4269bd; color: white; padding: 2px 5px; border-radius: 3px;">Boost Post</span>
12/20/2019 4:32 PM	This little quarter acre patch may not look like much now, but next spring	<span style="font-size: 0.8em;">📁</span>	<span style="font-size: 0.8em;">🌐</span>	225 <span style="display: inline-block; width: 15px; height: 10px; background-color: #f4a460; border: 1px solid #ccc;"></span>	9 8 <span style="display: inline-block; width: 10px; height: 5px; background-color: #4269bd; border: 1px solid #ccc;"></span>	<span style="background-color: #4269bd; color: white; padding: 2px 5px; border-radius: 3px;">Boost Post</span>
12/18/2019 11:33 AM	Come on by the farm Saturday 1-4pm for the modern version of a barn	<span style="font-size: 0.8em;">📁</span>	<span style="font-size: 0.8em;">🌐</span>	612 <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid #ccc;"></span>	22 17 <span style="display: inline-block; width: 15px; height: 5px; background-color: #4269bd; border: 1px solid #ccc;"></span>	<span style="background-color: #4269bd; color: white; padding: 2px 5px; border-radius: 3px;">Boost Post</span>

# Communication

Consumers expect fast, easy information.

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# Messages & Comments

## Be responsive...

- Set up an auto-response on messenger
  - Set your notifications up
  - At a minimum, “like” follower comments
  - Be positive and offer to help
-

- 📧 Messages
- 📧 Messenger
- 📧 Instagram Direct
- 💬 Comments & More 20+
- f Facebook 20+
- 📷 Instagram 5
- ⊗ Automated Responses

### Automated Responses

Greet Customers ▾

Away Message Off

Instant Reply 🔵

Share Info About Your Page ▾

Contact Information 🔴

Location 🔴

Frequently Asked Questions 🔵

Respond to Feedback ▾

Page Recommended 🔴

Page Not Recommended 🔴

Communicate About Jobs ▾

Application Received 🔴

Communicate About Appointments ▾

Reminders 🔵

Follow-up Messages 🔴

### Edit: Away Message 📧 Preview in Messenger Cancel

#### Platform

Choose where Iowa Valley Resource Conservation & Development can be away and send away messages.

Messenger

Instagram

#### Timing

Sent instantly

● Away

🌙 10:00 PM - 🌞 6:00 AM
S M T W T F S
🗑️

Time zone: 📍 GMT-06:00 ➕ Add Time

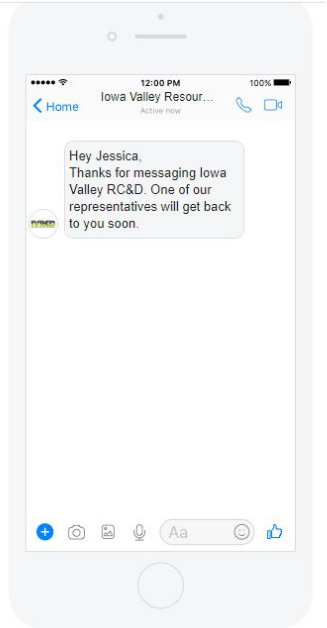
#### Message

Customize the message you send.

**Text** 383

Hey Jessica ✕

Thanks for messaging Iowa Valley RC&D. One of our representatives will get back to you soon.



# Engagement

What the h@#k is a hashtag?

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# Hashtags & Tags

## Cross-promote your allies...

- Hashtags are mostly used in Instagram and Twitter, but they can work on Facebook too!
  - There isn't a right or wrong way to use a hashtag
  - Tags are great for linking to partner pages and accounts
-

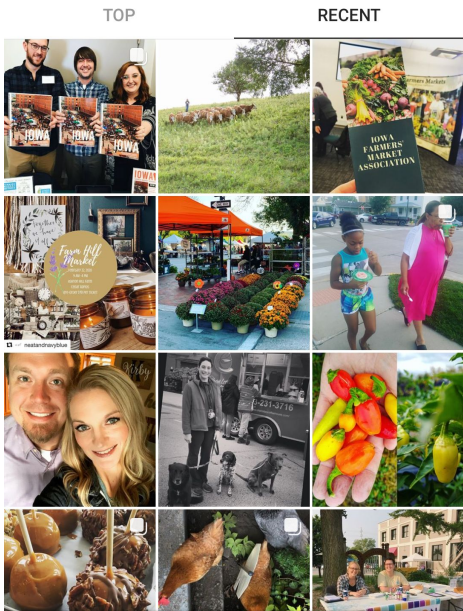
4:22 31° 87%

#iowafarmersmarket

100+ posts

Following

Followed by grinnellfarmersmarket



Home Search Add Heart Profile

4:36 31° 85%

Most Recent #iowagrown Follow

iowagrownmarket • Follow



48 likes

iowagrownmarket That's it! That's all of 'em! The final carrot harvest of 2019! 🥕👉👉👉 #ilovecarrots #freshcarrots #carrots #orangecarrots #bluebin #iowa #iowagrown #growfood #fallharvest #garden #grow #nofilterneeded

gavulashaul Omg 🥰🥰🥰🥰🥰🥰🥰

October 22, 2019

Home Search Add Heart Profile

4:38 31° 85%

Most Recent #thisisiowa Follow

willowrouteacres • Follow



17 likes

willowrouteacres Little Miracles!  
Everyday new growth. A little at a time we will get to see the full potential of these Tulip bulbs!  
I can't wait to ready these Tulips for Valentine gifts!

#bighousesmallmountainiowa  
#iowagarden  
#proleiowa  
#thisisiowa  
#iowahome  
#iowaspring  
#iowaflowers  
#farmer #iowafarm #flowers #backyardfarm #outside #bouquet #seed #flowerbulbs

Home Search Add Heart Profile

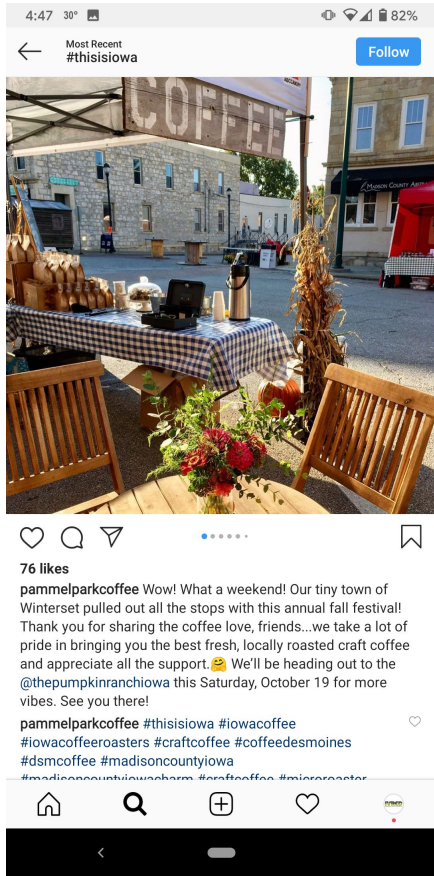
# Regional

- #iowafarmersmarket
- #thisisiowa
- #iowagrown
- #madeiniowa
- #iowagarden

# Broad

- #ilovecarrots
- #carrots
- #growfood
- #fallharvest
- #nofilterneeded
- #bouquet
- #backyardfarm





Local

#CYtesofAmes

#coffeedesmoines

#madisoncountyiowa

@ivalleyjunction

Regional

#iowamade

#madeiniowa

#traveliowa

#iowacoffee

Broad

#flowers

#bouquet

#supportlocal



grinnellfarmersmarket Don't be sour, the 2019 farmers market season kicks off just 2 weeks from today! Join us May 9th for the first day of market. For a list of vendors, check the link in our bio - we're adding more daily!  
#grinnellfarmersmarket #grinnelliowa #getintogrinnell #iowafarmersmarket #madeiniowa #shoplocal #growlocal #farmersmarkets

Obigdiesel Love this! Hope you're having a great day! :) I'd love to know your thoughts on my last post!



Many of our vendors have products that make perfect holiday gifts and you can purchase locally during the off season!

GRINNELL FARMERS MARKET

grinnellfarmersmarket Looking for some uniquely local holiday gifts this year? Many of our vendors have products for sale this holiday season. Follow along this week as we share to our stories (or check our highlights afterwards) to see where you can find your favorite market products!  
#shopgrinnell #grinnellfarmersmarket #iowafarmersmarket #madeiniowa #shoplocal #shopiowa #holidayshopping #holidaysingrinnell #iowacraft

December 3, 2018



grinnellfarmersmarket It's #NationalFarmersMarketWeek ! Join us today for all of these great activities in addition to your favorite farmers market goodies:  
• FREE "I ❤️ Farmers Market Tattoos"  
• FREE recipes (while supplies last)  
• FREE stained art craft from Celebrate-n-Create  
• FREE books for kids for #nationalbookloversday  
Join us at 4th and Broad from 3pm-6pm tonight!  
#grinnellfarmersmarket #lovemymarket #iowafarmersmarket #locallygrown #shoplocal #ilovefarmersmarkets

# Local

- #grinnellfarmersmarket
- #getintogrinnell
- #grinnelliowa
- #shopgrinnell

# Regional

- #iowafarmersmarket
- #madeiniowa

# #shopiowa

# Broad

- #ilovemymarket
- #locallygrown
- #shoplocal
- #ilovefarmersmarkets

---

# Events and Comments = Gold

Use the platform to your advantage...

- Events create a lot of engagement
  - Invite your friends!
  - Use your personal account to create more buzz
-

- Events
- Calendar
- Birthdays
- Discover
- Hosting

### Upcoming Events

**Feb 13 THU**  
**Write-In for Authors**  
5:30 PM · M and M Books  
Brandi is interested  
Interested Share

**Feb 14 FRI**  
**Love Your Local Indie Bookstore**  
10 AM · Next Page Books  
Jessica and Chad are interested  
Interested Share

### Find Events


Today Tomorrow  
This Week Choose Date

**I HEART Junk Sale**  
9 AM - R7 Reclaimed  
You like R7 Reclaimed  
Interested Share

See All Upcoming Events

- Shopping
- Art
- Food
- Causes
- Theater
- Literature

Madelynne Marie, Brielle Alexandra and Maggie Marie are interested.  
February 5 at 9:21 PM



**Gin Blossoms at Wooly's**  
Wooly's · Des Moines  
Tickets Available · Music · 2,146 people

Interested

### You May Like

**37th Annual Maple Syrup Festival**  
Sat, Mar 21 · Indian Creek Nature Center  
1,487 people interested  
Interested 4 friends intere...

**BOHEMIAN BETTY SPRING**  
VINTAGE HANDMADE APRIL 3-6  
APR 3 Bohemian Betty Spring  
Fri, Apr 3 · The Olympic S  
1,379 people interested  
Interested 3

### Upcoming Birthdays

Rachel Rose Feb 12  
Create Event

Haleigh Eason Feb 12  
Create Event


Shaina Edwards Feb 12  
Create Event

**515 Brewing Company**  
43 mins

Make plans to join us this Friday for delicious beer and bonbon pairings! Each flight will include four 5 oz-beers paired with four hand-crafted Chocolate Storybook bon-bons.

- Numb Nut (Spiced Brown Ale) + Hazelnut
- Puppy Jake (PB Porter) + Chocolate Raspberry
- Dunkel on the Hateriz (Munich Dunkel) + Tiramisu
- O Tannenbock (Bock) + Milk Chocolate Caramel

\*While supplies last\*





**THIS FRIDAY AT 12 PM**  
**Beer & Bonbons**  
515 Brewing Company · Clive  
You like 515 Brewing Company

Interested

Like Comment Share

### Popular With Friends



Facebook search bar with 'Jessica' profile picture and navigation icons (Home, Create, etc.).

**Events**

- Events
- Calendar
- Birthdays
- Discover
- Uptown Marion Market**
- Hosting
- + Create Event

**Uptown Marion Market**  
June 13 | July 11 | August 8  
8:00-Noon | City Square Park

**JUN 13 Uptown Marion Market**  
Public · Hosted by Marion Chamber of Commerce and Uptown Marion District

★ Interested    Going...    Share

3 Dates · Jun 13 - Aug 8

<b>JUN 13</b> Sat 8:00 AM	<b>JUL 11</b> Sat 8:00 AM	<b>AUG 8</b> Sat 8:00 AM
------------------------------	------------------------------	-----------------------------

Marion Square Park  
1107 7th Ave, Marion, Iowa 52302    Show Map

**About**    Discussion

**789 Interested**    See All

Abbie is interested

Share

**Related Events**

- Marion By Moonlight Present...**  
Thu, Jun 25 at Marion Square P...  
273 guests  
Interested · Going
- Marion BBQ Rendezvous 2020!**  
Sat, Jun 6 at Lowe Park  
by Marion Metro Kiwanis  
Interested · Going
- Cedar Rapids Downtown Far...**  
Sat, Jun 6 at Cedar Rapids Dow...  
1,285 guests  
Interested · Going
- St. Joseph Fun Days**  
Fri, Jun 5 at St. Joseph Catholic...  
768 guests  
Interested · Going
- 37th Annual Maple Syrup Fest...**  
Sat, Mar 21 at Indian Creek Nat...  
1,487 guests  
Interested · Going

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

Facebook search bar with 'Jessica' profile picture and navigation icons.

**Events**

- Events
- Calendar
- Cedar Rapids Downtown Farmers Market - Opening Day**
- Birthdays
- Discover
- Hosting
- + Create Event

**2020 DATES**  
MAY 23  
JUNE 6 & 20  
JULY 4 & 18  
AUGUST 1 & 15  
SEPTEMBER 19 FALL MARKET!

**2020 DATES**  
MAY 23  
JUNE 6 & 20  
JULY 4 & 18  
AUGUST 1 & 15  
SEPTEMBER 19 FALL MARKET!

**SATURDAYS 7:30 - NOON**

**WWW.CRDOWNTOWNMARKET.COM**

**MAY 23 Cedar Rapids Downtown Farmers Market - Opening Day**  
Public · Hosted by Cedar Rapids Downtown Farmers Market and Cedar Rapids Metro Economic Alliance

✓ Interested    Share

Your response is visible to the hosts and Friends

Saturday, May 23, 2020 at 7:30 AM – 12 PM

Cedar Rapids Downtown Farmers Market  
501 1st St SE, Cedar Rapids, Iowa 52401    Show Map

**About**    Discussion

**292 Going · 4.1K Interested**

Meghan, Abbie and Angelica are interested

Message

**Related Events**    See More

- Uptown Marion Market**  
Sat, Jun 13 at Marion Square P...  
789 guests  
Interested · Going
- Sag Wagon's Grand Opening**  
Fri, Mar 6 at Sag Wagon Deli & ...  
1,843 guests  
Interested · Going
- SaPaDaPaSo St.Patrick's Day ...**  
Tue, Mar 17 at 2nd Ave SE, Ce ...  
1,276 guests  
Interested · Going
- Mac 'n' Cheese Cook Off**  
Thu, Mar 12 at CSPS Hall  
by Cedar Rapids Main Street  
Interested · Going
- 37th Annual Maple Syrup Fest...**  
Sat, Mar 21 at Indian Creek Nat...  
1,487 guests  
Interested · Going
- Chalk the Walk 2020**  
Sat, May 2 at Uptown Mount Ve...  
1,396 guests  
Interested · Going

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

# COVID-19

Managing Social Media  
During COVID-19

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# Use Video to Talk Directly to Customers and Followers

People miss people. They want to see faces, hear voices, and engage with others.

Now's a great time to try:

- Facebook Live
  - Instagram Stories
  - TikTok
-

---

## Create a COVID-19 Page on Your Website

There, you can post COVID-related updates, announcements, changes, event cancellations, new (or altered) pick-up/delivery options, etc.

### Be sure to:

- Date your updates
  - Link to the page from your homepage
  - Continue to post on social media, but also direct customers/followers to this page
-



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## Share the Positive

Social media consumption is up. People are using it as a new source, means of connection and communication, and entertainment.

It's important for humor, positivity, and good work to break through all the negative:

- Share those beautiful scenic views on your farm
  - Share a comfort food or healthy recipe
  - Lift people's spirits and make them laugh
-

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## ...But be Real

People want to know what's going on and what they can do to help. Share how COVID-19 is impacting you. It's okay to be vulnerable.

Let fans/followers know how they can help:

- Post updates about how to support you (such as ordering online/by phone, pickup with social distance, etc.)
  - Share how you're sanitizing/adjusting cleaning procedures
  - Ask them to share your posts to help spread the word
-

---

## Check: Is it legit? Is it meaningful?

Inboxes and social media feeds are inundated with news right now, so take an extra pause before sharing COVID-19 news from outside sources to your page's feed.

### Ask yourself:

- Is it from a **trustworthy** news source?
    - If not (or you're not sure), it's best not to share at all.
  - Is it **relevant** to my brand, mission, and business?
    - If not, it's better suited to sharing on your personal profile.
-

---

**There are no stupid questions right now.**

We're all figuring things out. We're experimenting, making changes, and trying new things every day.

**Encourage open communication:**

- In social media posts and emails, invite followers and customers to call, email, or message you with questions or concerns.
  - Be extra diligent right now with checking your Facebook message inbox and replying to messages and comments.
  - Give others (including yourself!) grace. There's a lot of stress, unknowns, and worry. Be kind to yourself and others.
-

---

# Questions?

Mallory Hanson | [mallory@northeastiowarcd.org](mailto:mallory@northeastiowarcd.org)  
Regional Tourism & Economic Development Coordinator, Northeast Iowa RC&D

Josh Dansdill | [josh@northeastiowarcd.org](mailto:josh@northeastiowarcd.org)  
Business Development Planner, Northeast Iowa RC&D

Jake Kundert | [jake@ivrcd.org](mailto:jake@ivrcd.org)  
Food Systems Director, Iowa Valley RC&D

Jessica Reuter | [reuter@ivrcd.org](mailto:reuter@ivrcd.org)  
Program Associate, Iowa Valley RC&D

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# Sources

## Jumper Media

<https://jumpermedia.co/twitter-vs-instagram-vs-facebook-which-one-is-right-for-your-business/>

## Sprout Social

<https://sproutsocial.com/insights/new-social-media-demographics/#Twitter>

## FALCON.IO

<https://www.falcon.io/insights-hub/topics/social-media-roi/how-much-do-ads-cost-on-facebook-instagram-twitter-and-linkedin-in-2018/>

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*boost.*

Ask us about our one-on-one Social Media Coaching Program!

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