



Problem

Spring Ridge Farm management does not use social media to effectively market their products online.

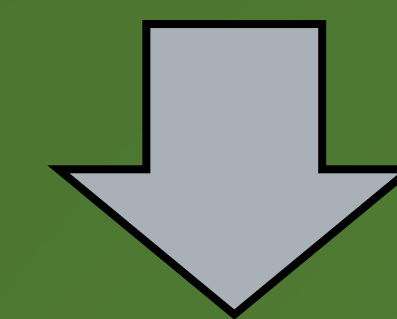


Background

We examined Instagram accounts of local farms:



- Compared likes with post content
- Researched posting tips
- Discovered local farms that take good pictures



Solution

Create a workshop to teach Spring Ridge Farm's owner about effective use of social media.

This workshop helps increase the amount of social media interactions customers have with the farm.

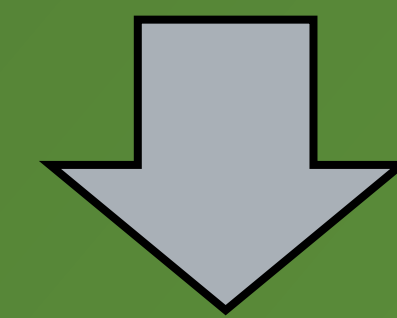
Workshop includes:

1. Promoting on Facebook
2. Promoting on Instagram
3. What to Post
4. Photographing Meat Products
5. Photographing Produce
6. Farm Accounts to Reference



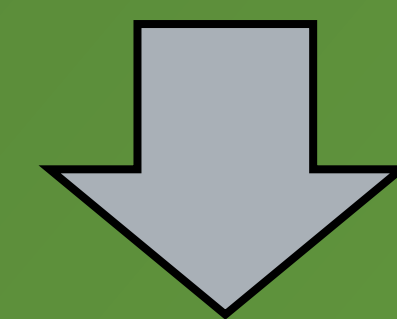
Assessment

Success was determined by an increase in interactions on social media. We recorded data before the workshop and 9 days after the workshop was given.

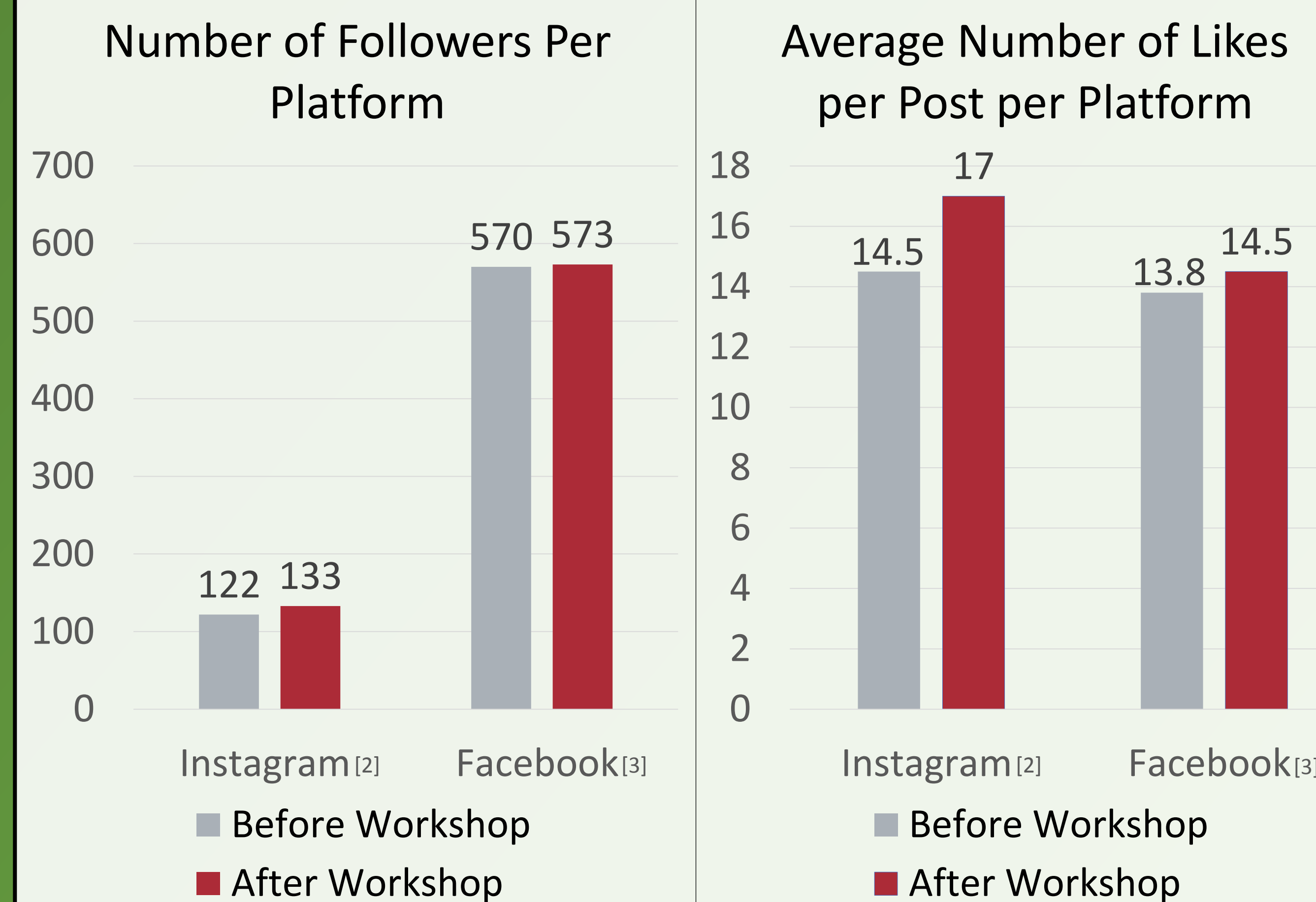


Results

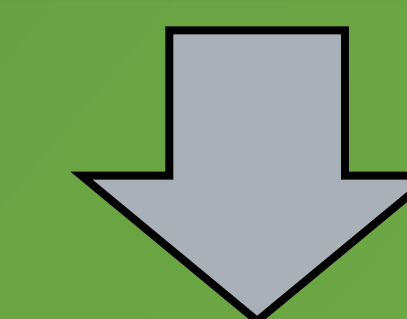
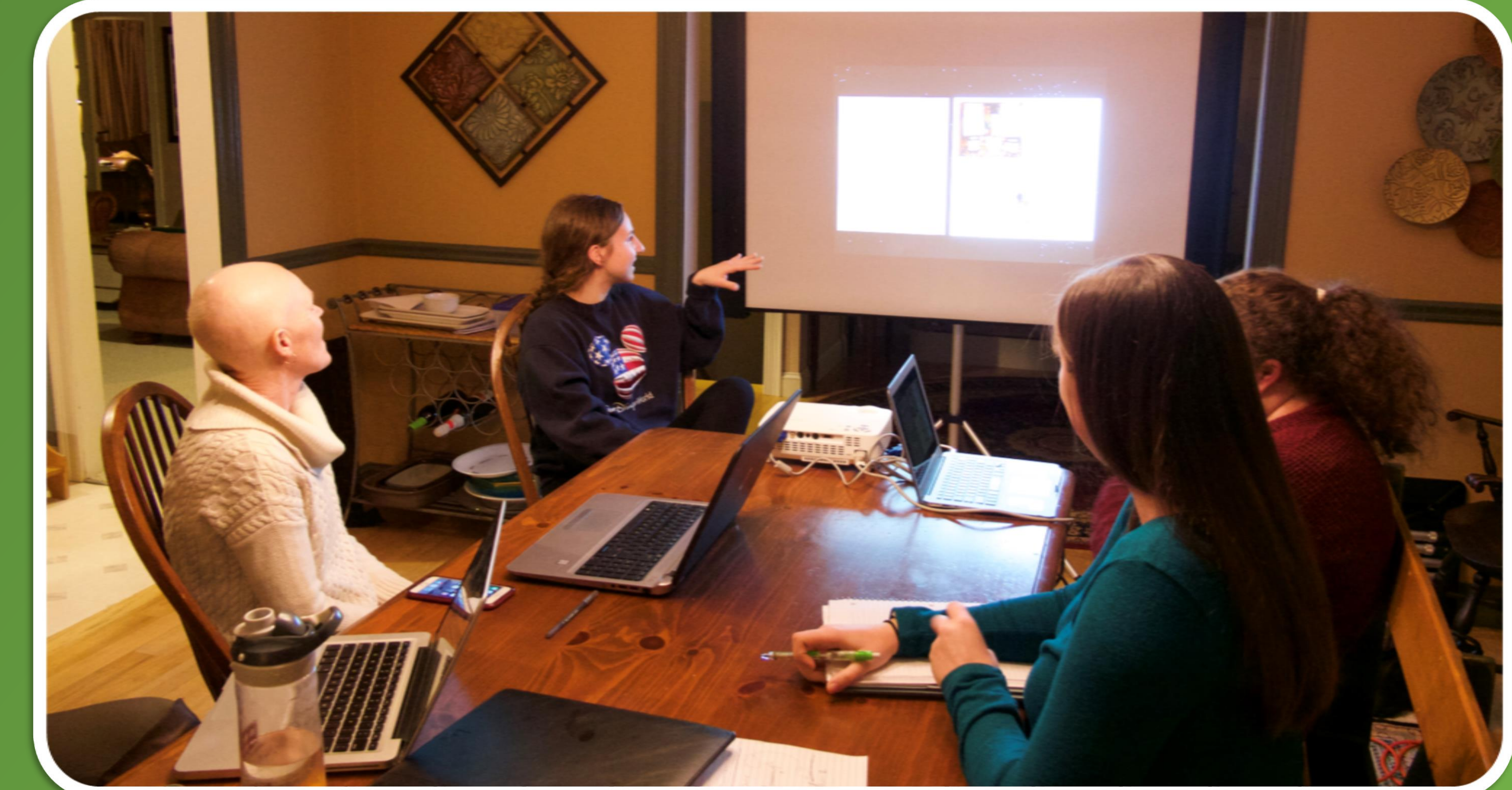
The number of followers increased on both platforms. The average number of posts increased on both platforms. This data suggests that the workshop helps farmers increase interactions on social media.



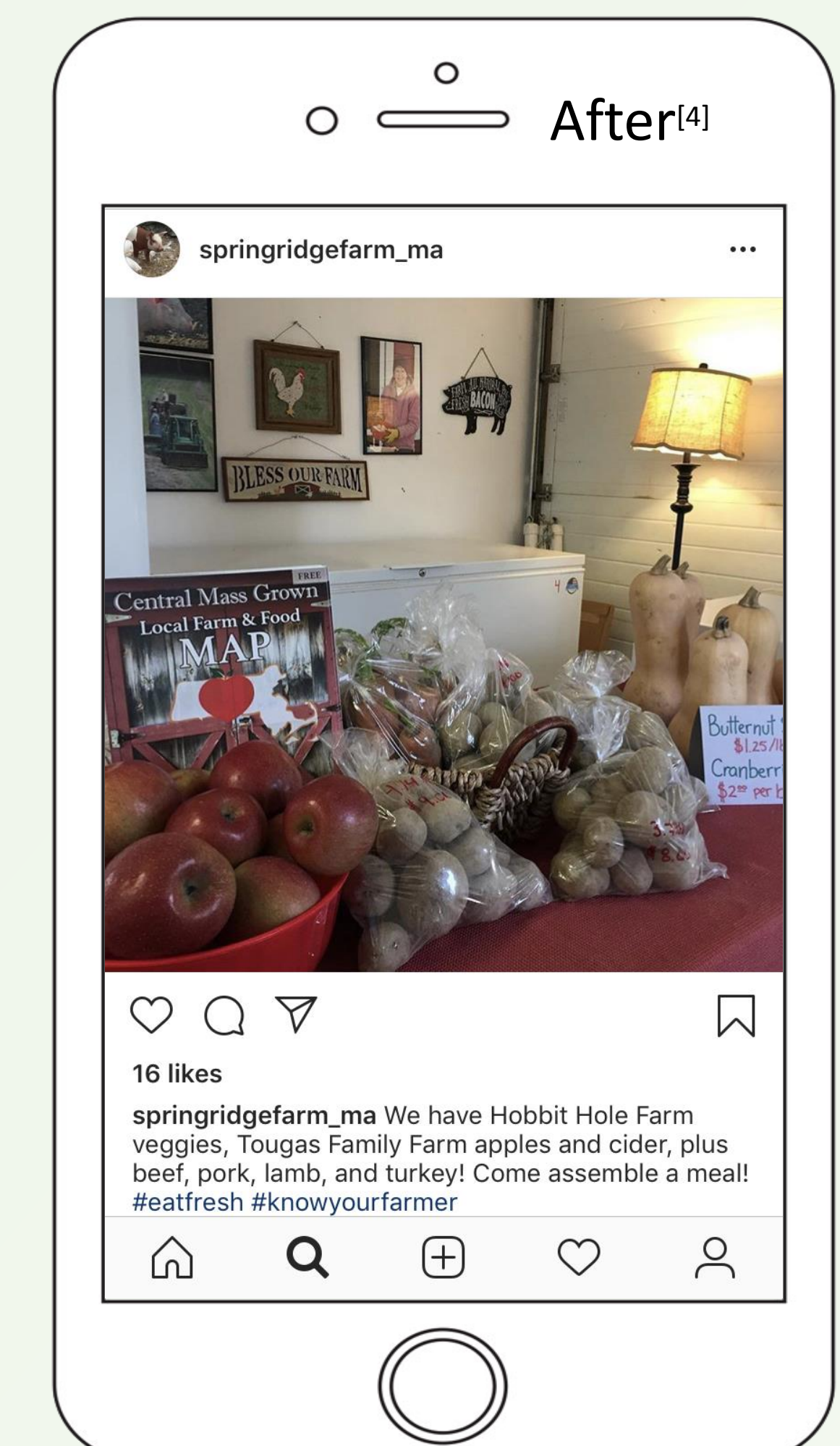
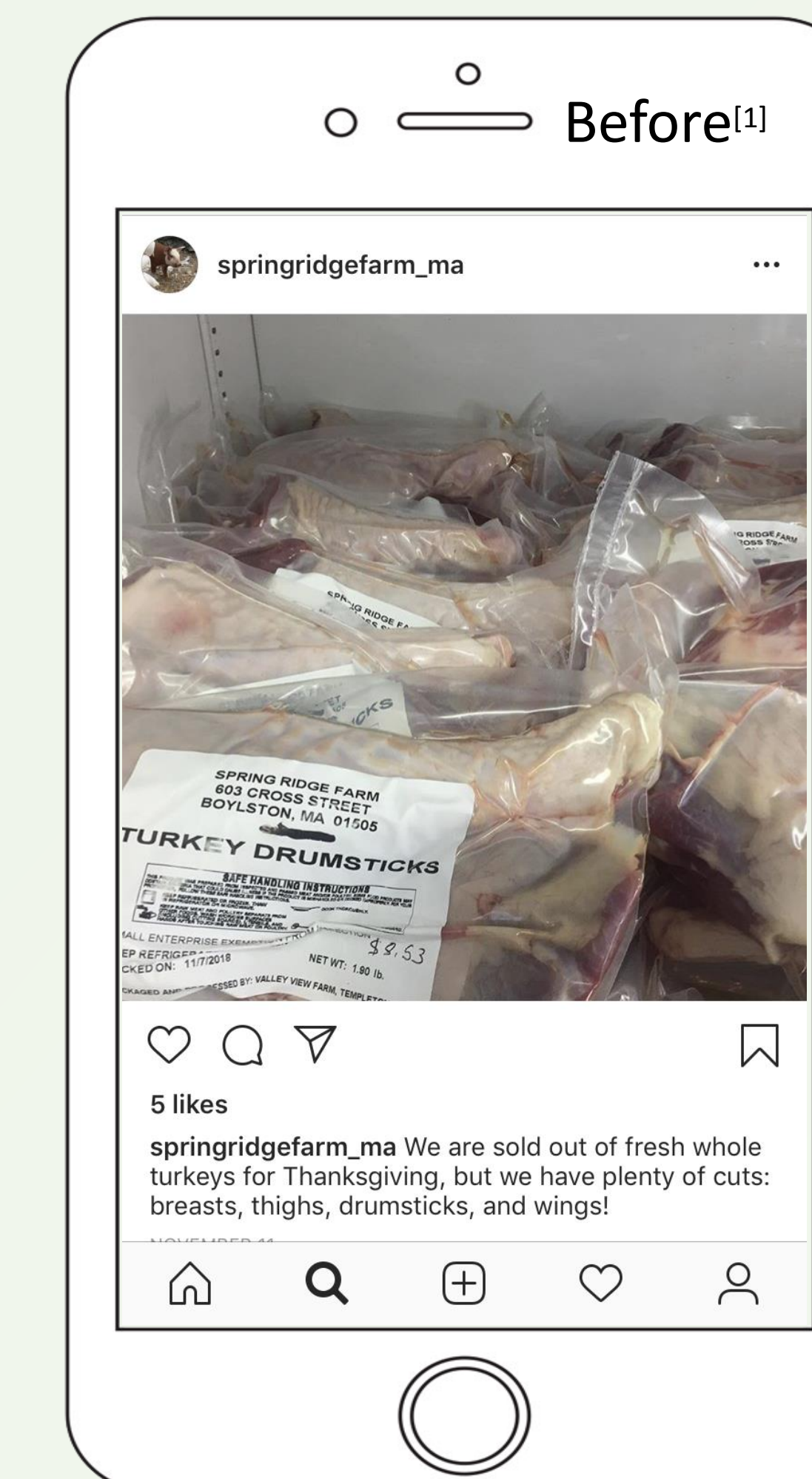
Data



Before workshop data retrieved on 11-10-18 and 11-11-18. After workshop data retrieved on 12-7-18.



Posting Style



What's next?

The workshop and a handbook will be given to Central Mass Grown. Central Mass Grown is a local non-profit that helps small farms work together, learn more about farming, and promote local products. This workshop will be administered by the Central Mass Grown staff to farms throughout Worcester County.

References

- [1] Tricia May [springridgefarm_ma]. (2018, November 11). [Turkey legs prewrapped]. [Instagram Post]. Retrieved from <https://www.instagram.com/p/BqCu8mvnM6L>.
- [2] Tricia May [springridgefarm_ma]. [Instagram Account]. Retrieved from https://www.instagram.com/springridgefarm_ma/.
- [3] springridgefarmboylston. (2018, December 7). In Facebook [Business page]. Retrieved from <https://m.facebook.com/springridgefarmboylston/?tsid=0.5089329924860176&source=result>
- [4] Tricia May [springridgefarm_ma]. (2018, December 1). [Apples and Potatoes]. [Instagram Post]. Retrieved from https://www.instagram.com/p/Bq2WqjoHB_g.
- [5] Ashley, C., & Tuten, T. (2014, December 11). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. Retrieved from <https://onlinelibrary.wiley.com/doi/full/10.1002/mar.20761>