

WHAT'S OUT THERE?

Social Media Tools for Your Farm

www.meetyourfarmer.ca



TWITTER

You can use Twitter to build connections with a relevant audience. Lots of farmers use Twitter. Limited to 280 characters per post, you can blast short bits of information, have conversations, and share photos. Use #hashtags to follow and create trends.

FACEBOOK

A social networking site that makes it easy for you to connect and share online. Businesses can create pages to post, share photos, create live videos, share menus and product offerings to reach a wide demographic of users.



INSTAGRAM

Using mainly photos for sharing, Instagram is a highly curated and personal environment, the content is seen as trustworthy, authentic and relevant, and subsequently, more likely to inspire action. If you take lots of pictures, you may love this app!

SNAPCHAT

Looking to communicate with a younger audience? More than 70% of Snapchat users are under 34 years old. This is a mobile-only platform that allows users to send temporary, seconds-long images or videos to other users. The platform's short-term messages disappear after they're opened.



TIKTOK

TikTok is a social video-sharing app. Users can shoot, edit, and share fun 15 to 60 second videos jazzed up with filters, music, animation, special effects, and more. TikTok's bulk users are 24 years old and younger but it's not just for youth - celebrities are also using TikTok.

YOUTUBE

A video sharing service where you can watch, like, share, comment and upload your own videos. This can be accessed on PCs, laptops, tablets and via mobile phones. Tutorials, farm tours, product marketing - it can all be shared on YouTube!

