



OPEN FOOD
NETWORK **UK**

Social Media Essentials

17th June 2020



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Who are your customers?

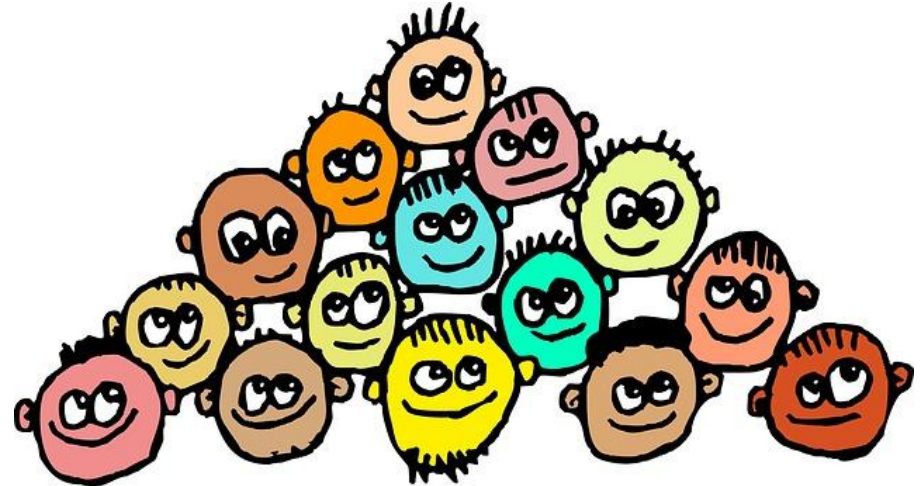
Who are they?
(Buyer Persona)

What are their needs &
desires?

Where can you find them?
(Which channels)

How do they buy from
you?

Is there anything they struggle with or
need help with?
What are their pain points?



Who are you?

What is your MISSION statement?

Your mission statement is a core message which clearly explains what you do and why.

Your mission statement will inform your Key Messages, which will inform everything you post on social media.



Core values

How you want your enterprise to come across?

- Consider your key values as an enterprise
- Your values should inform every social post
- How can you communicate your values through your language and tone?

Pick three values now and share with the group:

Enabling Collaborative
Transformative

Key Messages

It is important the people you want to reach both understand and resonate with your key messages.

Consider what they need/want as well as thinking what you want them know about you.

- What benefits/gains do you provide for them?
- Why should they buy from you?

Make it as easy as you can for your customers to see what they would gain from buying your produce/products.

TIP: It helps to cover your **unique selling points (USPs)** within your key messages.

Key Message 1:

Key Message 2:

Key Message 3:

Examples...

Stroudco Food Hub often posts about the beauty of the countryside - encouraging and inspiring nature appreciation.

This is powerful as it connects with one of their key values, “choose local first” - by celebrating the local area, it is subtly inspiring the audience to supporting their local community, wildlife, nature etc.



Stroudco Food Hub is 🥰 feeling blessed.

8 June at 17:03 · 🌐



After some well needed rain, defintaly starting to feel those #summervibes in #stroud again today! 🌞 June is such a wonderful time of year in the #cotswolds with the beauty of nature's colours coming into full bloom! 🌻

Lucky to have such perfect views on the doorstep for getting outdoors and keeping active! 🧡 #flowerpower





stroudco_foodhub



Liked by **wildstroud** and **others**

stroudco_foodhub Enjoying a nice patch of shade whilst out for a morning **#cotswolds** stroll on another beautiful day in **#stroud** ☀️ We all love a bit of **#sunshine** but remembering not to overdo time **#outside** in the sun and taking adequate precautions to shield from the heat is also super important during the warmer months of the year! There are plenty of wonderful **#strouddistrict** **#fivevalleys** spots when getting outdoors and connecting with **#nature** but where are your favourite **#gloucestershire** locations?

View 1 comment

30 May



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Stroudco Foodhub @StroudcoFoodhub · 17h

After some well needed rain, todays weather was perfect for visiting **#selsleycommon** for some fresh air ☀️ It was also an opportunity to take another pic celebrating one of those iconic **#Cotswolds** views of **#Stroud** 🌄🌈❤️ (after a good game of spot the landmark of course)! 😊



Create CONSISTENT Content



The audience must be the **PRIORITY** in everything you post

Is it: **Educational**
Emotional
Entertaining

Educational

Tip: you can also share other people's & publication's content - just add your own caption to personalise it as seen here.



Sole of Discretion

18 May at 19:26 · 🌐



How these floating fish factory supertrawlers, some over 140m in length, can claim that they fish sustainably is beyond us. They can process hundreds of tons of fish of the same species and size per day - this has to place huge pressure on fish populations 🤔😞😞



THEGUARDIAN.COM

Russian supertrawlers off Scottish coast spark fears for UK marine life



1 share



betterfoodtraders • Segui



betterfoodtraders These lovely people are all #BetterFoodTraders. That means their veg box schemes all align to a set of ethical principles, covering everything from how their produce is grown, to how much the farmers and staff are paid, to the environmental impact.

By working collectively, we are able to offer a real alternative to people seeking to address the climate crisis through changes in their diet and by using our principles as guidelines, we can support those farmers, growers and businesses committed to a more sustainable food system. And feed people really well too!



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Emotional



Aweside Farm is at Aweside Farm.

9 June at 18:44 · Polegate, United Kingdom · 🌐



Gave our gateway signpost some zhooosh and flower swag! 🍷 was asked why we named this spot Aweside, so here goes!

First place Adz and I went away together was Loch Awe in Scotland. We spent a week waltzing around the lochs, the forests and saying hey to lots of wild animals and we were just in awe the whole time (and genuine waltzing/dancing..there's videos of Adam salsa-ing through the trees)...We jokingly said, shall we just sod city life, live in a caravan and live off the land and create our own mini version of Aweside, which was the name of the spot by Loch Awe where we were staying. Long story short, the joke became a viable option through the @eco_land_coop and here we are. Living the joke! 🍷 ❤️

We'll go into the ins and outs of the journey in future posts, but that's why we decided on Aweside, a homage to the place where Adam's perpetual salsa dancing amongst trees came alive and me wanting to see that nonstop for the rest of my life, so we're creating a similar place full of beauty and goodness! 🍷 🍷 @ Aweside Farm



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Entertaining



Create CONSISTENT content



Know your “why”, BUT, prioritise ***your customers***’ “why”

Use **You** and **Your** instead of “I” and “we”

Develop a consistent tone of voice

CTAs

what do you want people to do after seeing the post?
For every piece of content, consider the action you want your audience to take.

DONE IS BETTER THAN PERFECT



kentfoodhubs_ashford • Segui



Coachworks Ashford



kentfoodhubs_ashford Hub pred day treat, in the car, in the rain, but who cares, the trip to @coachworks_ash for a @thepantry100 bacon and cheese turnover and a @lost_sheep_coffee from @thecoffeeshed18 brightened it right up 🤗🤗🤗
Definitely a happy hump day! ❤️

•
•
•

#dietstartsmonday #coffee
#goodcoffee #goodfood
#newcoffeeshop #ashfordcoffee
#hublife

3 g



lost_sheep_coffee What a great



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Aggiungi un commento...

Pubblica

A good example of done is better than perfect

Create CONSISTENT content

- **Consistency is key. Ideal posting rate is:**
 - Facebook - 1-2 per day
 - Twitter = 15 per day
 - LinkedIn = 1 per day
 - Instagram = 1 per day
 - FB & Instagram Stories = 3 per day - can be shared across both FB & Instagram
- Use strong headlines: <https://coschedule.com/headline-analyzer>
- Use clear & concise writing: <http://www.hemingwayapp.com/>

It is a lot of work to do all of these well! Best to choose one or two platforms to focus on. Ideally, the ones you enjoy most :)

Write down 3 content ideas to try next week!

Facebook



Key tips:

- Facebook focus on **building community - not broadcasting.**
- Ask your colleagues, team members, supporters to personally share key social posts to get the ball rolling with the algorithm to improve organic reach.
- Video is best content for reach and engagement (between 3-5 min is ideal, **but can be shorter**).
Remember: **done is better than perfect!**
- We're in luck!: Video posts related to food gain the most interaction on Facebook.



84% of social users
share content to
support a cause – NY
Times survey

Next week we will talk about weekly 4:2:1 posting strategy

Instagram

- Plan for regular posting. 2 x per week is fine.
- Images - consider if they are:
 - **Clear** & easy to understand
 - Tell a **story** or show something happening
 - **Uncluttered**, in focus, **bright**
 - Can be cropped **closely**
 - Moving, shocking, funny, creative
 - Contain **faces**, people, **expressions**
 - **Colour**

Find free to use images here:

- <https://pixabay.com/>
- <https://unsplash.com/>



Twitter



Key tips:

- Get concise and keep your tweets short.
- What's trending? Join in on relevant conversations.
- Be social - like and comment on other users' tweets, retweet and @ reply to other users.
- Use Twitter to give your audience value. Rather than selling, you could share recipes or educational posts.
- Don't forget to fill out all the details on your profile. Add your location and a link - to your website or OFN shop front.
- Follow relevant accounts and engage with them.
- Monitor any mentions of your business and respond. Favourite (like) retweet and reply.
- Follow [trends](#) on Twitter



Crisis management

Don't be afraid to **BLOCK!**:

- How to block people on [Facebook](#)
- How to block people on [Instagram](#)
- How to block people on [Twitter](#)

If you don't want the person involved to find out, you can **HIDE** their comments:

- Hide comments on [Facebook](#)
- Filter offensive comments on [Instagram](#)

Take your time!
Respond instead of react.



Measure and respond

Try to understand what your customers love and do more of it

What's worked for you? What's been your best/most shared/liked post? Track what works best and you will gradually adopt a content style which works better and better for you.

Don't be afraid to ASK!

- [Facebook Polls](#)
- [Instagram stories polls](#)
- [Twitter polls](#)



THANK YOU!



Please click here to join our growing [Facebook Marketing Hub group!](#)

There, we will share the replay of this webinar, these slides and some additional resources to help you get started:

- **“How to use Hashtags on social media”** - a quick and easy guide with relevant hashtags you can choose and get started with right away
- **“Social Media Tips”** - a selection of great tips on how to get the most out of your social media accounts

You can find everything in “Unit 2” in the left hand main group menu after you join.