

FIRST STEPS

1. Is your post interesting/funny/emotional? Would you click/share it? If not, try again. Don't make it too dry: this is food – it's amazing, delicious, incredible, etc.
2. Make sure you use an image. It increases engagement by over 40% so don't waste your time posting without one. Even better if you post a video!
3. Tag in appropriate people (writers of the blog/article, interviewees, restaurants, farmers, associations which might be interested). This is especially nice if you have a customer testimonial (and permission).
4. Use at least 1 hashtag - see "How to use hashtags on social media" from Unit 2.

CONTENT IDEAS

- Post images - the British countryside is a beautiful canvas.
- Shoot videos and share them - your experiences are stories that need to be told.
- Tag your MP and politicians - make your voice heard in the corridors of power. This action is especially relevant on Twitter.
- Share facts and stats - if you're proud of our industry, tell people what it achieves.
- Don't be afraid to talk about the wider issues if it makes sense for your enterprise.

TIPS

- Help your customers feel part of something bigger. 84% of social users share content to support a cause – NY Times survey.
- Be social - like and share the posts of other users, your customers, your growers, and more. Respond to comments & shares as much as possible. Like any shares you get.
- If someone reacts to a post, invite them to like your page. This is a great way to increase followers.
- Remember to give! **Think: Give, Give, Ask.** Make sure you are offering value to your audience before you ask them to follow, click on, remember to order etc.
- Remember your Call To Action. Tie all content activity to your wider business goals - what do you want people to do after seeing your post or article?
- For every piece of content, consider the action you want your audience to take and make it as clear & easy as you can for them to take it!

USEFUL WEBSITES



https://www.canva.com/en_gb/

“Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.” (Wikipedia)

Canva also has its own [design school](#), with a wealth of tutorials to help you get started,



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