

ONLINE MARKETING FOR AGRITOURISM BUSINESSES: FACEBOOK

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Why Use Facebook?

People use Facebook for personal and business reasons. As of January 2021, two thirds of Facebook users visit a local business Page at least once a week (source). Liking, commenting, and sharing are very easily done on the Facebook platform and this engagement can boost the visibility of your business page. Having a Facebook page can help boost traffic to your business website. By listing it in the about section, visitors will be able to find your website through social media and all the additional information it houses.

Other important features Facebook offers for farms are event pages and reviews. Creating an event page on Facebook is easy and very interactive for your followers. An event page allows users to like, say they are going, look up more information, buy tickets (if necessary), invite friends to go, and share it with their own followers. The event page is connected to your business page and allows you to track how many people have viewed the event and how many people are interested in going. Reviews are another great feature Facebook offers. Facebook allows your customers to write a review or recommendation on your business page. Users look for businesses with good reviews on Facebook to decide where to take their business, just like they do with Google. There are options to rank with stars, write a comment, list key words associated with that the business offers, and recommend it to others. Additionally, the posted reviews allow for interactions (likes and comments) from others and you as the owner. This is a great place to thank a person for a good review or comment/inquire on a bad one.

Know Your Goals and Track Engagement

Use the analytics in Facebook evaluate how your posts are working in relation to your goals. You can access analytics for your business page on a desktop computer or your smartphone (there is an additional app called Business Suite you may be prompted to download that houses analytics for your Facebook and Instagram business accounts all in one spot). Analytics include: people reached on individual posts and the page, link clicks, audience demographics, and interactions with posts. These data can help you determine which type of posts receive the most interaction and views. Facebook Ads might be a good way to achieve your goals. Facebook is one of the social media platforms turning to the “pay to play” model. This means if a business pays for an advertisement, that post has the potential to reach more Facebook users. Ads have a wide range of costs, ranging from \$5 to thousands. Whether you should use ads on Facebook depends on your individual business, goals, and budget. Starting off with a lower costing ad might be a good way to see if you obtain the results, you are looking for.

How often to post?

How often you post on your business Facebook page depends on your time and goals. If you want your page to gain more followers and/or interactions, posting more frequently can help with that. 2 to 3 times a week is very active, with some businesses posting once a day. However, once a week or a few times a month can also be effective. The most important thing to remember about posting to social media is to be consistent.

Content Tips

Facebook is a very visual platform, which lends itself well to farms and ranches. Farms are naturally image forward and this natural beauty equals good engagement on social media. Along with post content, Facebook is a great place to list your hours of operation, contact information, what you sell, and your website. Some farms opt to use Facebook as their only online presence.

Coming up with content to post frequently can be a daunting task, especially considering all the other farming and business tasks. However, not every post has to be original or perfectly curated. Scheduling posts out in advance and/or creating a simple content calendar can help you think ahead to plan posts around seasons, crop availability or events.

Below are some helpful posting and content tips to help you generate Facebook posts:

- Pick a day or days of the week to post. Consistency helps boost your page's visibility and can keep you on a regular posting schedule.
- Keep your basic information, like hours, updated. Your customers may visit your business page to see these things as well as any posts with updates to things like crops and events.
- New product announcements.
- Events on your farm or ranch.



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- Engaging photos are always a good idea to include in a post. Social media is a very visual platform and users love to see images, especially beautiful farm shots or cute farm animals. It may not always be interesting to you but that massive head of lettuce you just harvested or feeding the cattle can be great content from those people following farm and ranch pages.
- How To's instructions or videos for you followers to gain new knowledge is great content. Social media is not always about actively selling your product. However, the more engaged your followers are the more likely they will purchase products from you in the future.
- National Day calendars can be a good thing to be aware of and post on the days that apply to your business. Some examples are: National Hug a Sheep Day, National Pinot Noir Day, National Farmer's Day, and many more. You can find a complete list of these days on websites like [this one](#) or do a web search for "National days in (insert month)."
- Interesting and factual articles about your industry from reliable sources are also great content to share. Information like this can teach your followers a bit about the business as well as building a better understanding about you personally. Plus, articles are easy to share on Facebook!
- Don't forget about Instagram! Sharing posts from your Instagram business account to Facebook is very easy if the two accounts are linked. This can easily help with crating Facebook content and if the image is already going on Instagram, it can be used on Facebook, too.

Sources

[35 Instagram Stats That Matter to Marketers in 2022](#)

Additional Resources

[Facebook and Instagram Tips & Tricks for Farms Selling Direct-to-Consumer](#) webinar recoding

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