

# 90 DAYS OF INSTAGRAM

3 months worth of pre-made  
templates for social media for a  
profitable Q1 on your farm.



**Local Line**



# Social media: 3 months' worth of content

Here are 3 months' worth of content that can be used for Instagram, Facebook and Twitter; the three largest social media platforms.

Keep in mind that your business doesn't have to be present on all three, or even two. Choose the platform that your audience is most active on, so you can maximize your time spent content creating and posting!

We discussed earlier about not needing to post daily. That's why we've written **12 posts per month** that can be shared throughout the week, **about 3x/week**.

Here's what this might look like:



Grab our free  
Instagram post  
templates here!



# Social Media Captions



## January

1. Happy new year and stay healthy this January! Eating fresh, local food is a huge part of that! As farmers, we strive to offer you the best all year long. Let us know what you're most excited about for 2022 below in the comments. Us? To get back into the field #supportlocal #farmfresh
2. We're ramping up for 2022! Be sure to put in your online orders to get them before they're sold out. Link in bio #farmfreshproduce
3. Our early batch of [insert produce] will be transplanted out to our fields in the next week or so! That means we should have fresh, beautiful [insert produce] available around the last week of [insert month]! Be sure to keep an eye out on our online store #buylocal #farmfresh
4. Great day for transplanting in the field! Lettuce and kale                      Getting excited for lush salads in spring! #farmfresh #[businessname]
5. All the greens      We can't wait until they're sprouting again in the field      Stay tuned - coming soon to our online store! #farmfresh #[businessname]
6. Looking for a way to use up veggie scraps? The answer is homemade veggie broth! It goes in everything and is also an excellent warm beverage. Store your veggie scraps in the freezer until needed, and then simmer in a large pot with water for an hour. You can store in an airtight jar for up to a week or freeze in small portions for use later. Save your veggie scraps today! #upcycle #farmhacks
7. Patiently waiting until these seeds sprout! #farmlife #freshproduce
8. Meet the farmer! Hi, I'm [insert name] and I started [insert business name] [insert number] years ago.
9. Meet the team! This is [insert name]! They have been working with us for over [insert number] years. They're responsible for [insert tasks]. [insert name]'s favourite product is [insert product name]. "[insert quote about why your team member likes working for you]." We are so lucky to have them on board.
10. Happy National Farmer's Day to farmers everywhere. We love what we do and are proud to call ourselves farmers. Farming [insert relevant term: organically, biodynamically, livestock, etc.] isn't an easy task, and we couldn't do what we do every day without your support. #HappyNationalFarmersDay
11. Our commitment to growing food organically is present in everything that we do. We are so proud to produce flavourful and nutrient-rich food for our community. [insert description of why you farm and how your farming process works]. #localfood #[businessname] #appreciationpost
12. Be sure to put in your orders by next Monday for Wednesday and Thursday for Saturday pick-up through our online store - link in bio! #supportlocal #farmfresh



## February

1. Meet [animal name]! He is our trusty chicken guardian. He still has a lot to learn from Poppy, but we're hopeful he'll learn the ropes soon. When he's not out on the field, you can find him relaxing in the shade under the apple trees. We love you [insert animal name] #farmdog #farmlife
2. Meet [insert calf names], our new calves! Meeting these little guys is the reason we love to farm. Enjoy these pictures of their first few days #calvingseason #farmlife
3. Happy valentines day! Give the gift of fresh food to your special someone by buying a [insert business name] gift card ♥ Available to shop on our online store! Check out the link in bio #smallfarm #valentinesday
4. We love ribs! Be sure to pick up all of beef needs from our online store before Saturday! #farmfresh #localfood #supportyourfarmer
5. Packing up grass-fed beef orders for Saturday pick-up! We offer farm pick-up and delivery to the [insert location] region on Wednesdays and Saturdays.
6. Here's how we harvest and pack orders for Saturday pick-up! #behindthescenes #farmlife
7. WE'RE OPEN! \* Winter Hours: [insert days] from [insert time range]. Find our range of fresh products AND MORE in our online store! Link in bio!
8. Today's farm stand at [insert farmers' market location]! This weekend we have [insert products]. Be sure to come by today from 8:00 AM to 2:00 PM to get your groceries for the week!
9. Did you know we do pre-ordering for the farmers' market? Make sure you get everything you want this week by ordering through our online store Monday through Friday to pick up on Saturday mornings! #grabandgo #contactfreepickup #[insert farmers' market name]
10. We now sell at [insert retailer name]! Find your favourite [insert business name] products in the [fresh food, pantry staples, meat, etc.] aisle. #buylocal
11. SPECIAL DISCOUNT on our online store this week! All week long, until [insert date], our [insert product] are BUY 2, GET 1 FREE!!! Get yours before they sell out! #farmfresh #[insert business name]
12. Have you heard? We're pre-selling our CSA shares this year through our online store! To stay in the loop when they go on sale - sign up for our newsletter (link in our bio)! Once you're subscribed, we will send you an email with all the details! Thank you to those who have already subscribed - email coming soon!



## March

1. 2021 Veggie Subscription is open for sign-up! Our CSA runs for [insert number of weeks] starting in [insert month]. Find all the info on our online store - link in bio!
2. First CSA pick-up of the season! Set up at [insert pick up location] with fresh veggies. Come get it, folks!
3. Spring/Summer CSA Week 1! This week we've added: [insert products included in CSA box ie. lettuce mix, rainbow carrots, fennel...] #localproduce #farmfresh #CSAbox
4. What the heck is [insert vegetable]?
5. We often get asked what to do with [insert vegetable]. [insert vegetable] is an awesome (and healthy) spring vegetable. It is best served roasted in salads or used in soups and stews. Be sure to pick some up at our Saturday market or order online today! #[insert vegetable] #farmfresh
6. We're hiring! We are looking to fill both full-time and part-time farm crew and market staff positions. Farming experience is a plus but not required. Go to the link in bio for more information about the position and to apply. #farming #farm
7. A full delivery van going to [insert city] restaurants. So grateful for all our restaurant partners and their commitment to sourcing local! #[insert city]grown #localfood
8. What would you like our online store to carry? Let us know in the comments—we're brainstorming new ideas for this year! #farmstore #localfood
9. First big [product] harvest headed to the market today! Will we see you there? From [time to time] on Saturday, we'll be at booth #! Place your orders in advance at our online store (link in bio!) or shop in person!
10. Fresh, delicious tomatoes are still available for pickup at our farm on Wednesday! Ordering closes on Mondays at 6 pm, so place your order now at the link in our bio!
11. Scenes from today's harvest. ☀
12. On Thursdays, we pack orders for Friday farm pickups and Saturday market days. Have you placed your order yet?





# Get started today!

Marketing has never been this easy! Use these captions to copy and post directly to your Instagram today. For more help with your marketing strategy this year, check out our [365 Days of Marketing guide here](#) for a year's worth of content.

We hope you use these templates to inspire a great marketing strategy to get you more sales, engaged customers, and most importantly, to save you time.

Happy marketing!  
*The Local Line Team*



**Local Line**

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