

The background features a blurred image of a hand holding a smartphone. Overlaid on this are several semi-transparent social media icons in orange and white, including a thumbs-up icon with the number 40, a star icon with 32, a speech bubble with 5, a person icon with 18, an @ symbol with 9, and an envelope icon with 11. A network of white dots and lines is also visible in the upper right.

# THE SOCIAL MEDIA GUIDE FOR FARMERS

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YOUR **NEED-TO-KNOW** GUIDE FOR  
INSTAGRAM & FACEBOOK

WRITTEN BY NINA GALLE

# SOCIAL MEDIA PLATFORMS

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Social media is a huge aspect of digital marketing. In this guide, we will take you through the most successful platforms and how to use them from start to finish.





Instagram is a great tool to help you market your business! It's all about visual content and is excellent for showcasing your production process, your family & employees, and your products. Ultimately, it's meant to portray authenticity and helps your customers to get to know you. If you are a small-scale food producer, Instagram is a great way to create an online presence and drive demand for your products.

Instagram is a social media platform that is made for sharing photographs and videos from your phone. Each user has a profile where they can upload photos and a news feed that shows content uploaded by those who you follow. When you upload a photo, it will be displayed on your profile and on the news feed of the people that follow you. It has an emphasis on fast and easy visual sharing.

### **WHY INSTAGRAM?**

It is a hub for literally everything!

Over 25 million businesses use the application, and 200 million Instagram users are confronted with at least one business profile each day. There's a ton of opportunity to engage potential customers and showcase your brand. Instagram is a powerful marketing tool!

### **WHY IS IT HELPFUL FOR FOOD PRODUCERS?**

Food is a very visual industry! How many times have you seen pictures of a beautiful dish and thought, "I would eat that!" The goal of using Instagram as a marketing tool is to convince consumers to buy your products. This platform lets you upload photos and videos on your feed or on Stories\* in a way that connects you with customers and keeps them up to date. It's personal, simple-to-use, and extremely powerful! And it's free, so there's really no reason not give it a try!

\*Note, Stories is a 24-hour quick, engaging photo/video format for smartphones.

# SETTING UP YOUR BUSINESS ACCOUNT

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## STEP 1: SETTING UP YOUR ACCOUNT

The first step is to download the app. Instagram, unlike other social media platforms, is meant to be used on your phone, therefore, to use the program, you must have access to a smartphone or tablet. When you first open the Instagram app, you will be prompted to sign up. Be sure to sign up using a business email address.

The next step is to enter your info:

**Full Name:** Enter the name of your business. This will allow your business to be recognizable among visitors.

**Username:** This is the name of what people search to find your business. It starts with the @ symbol. For example, Local Line's username is @locallineinc.

**Please note:** If the name of your business is already taken, you may have to get creative.

## STEP 2: BUILDING YOUR ACCOUNT

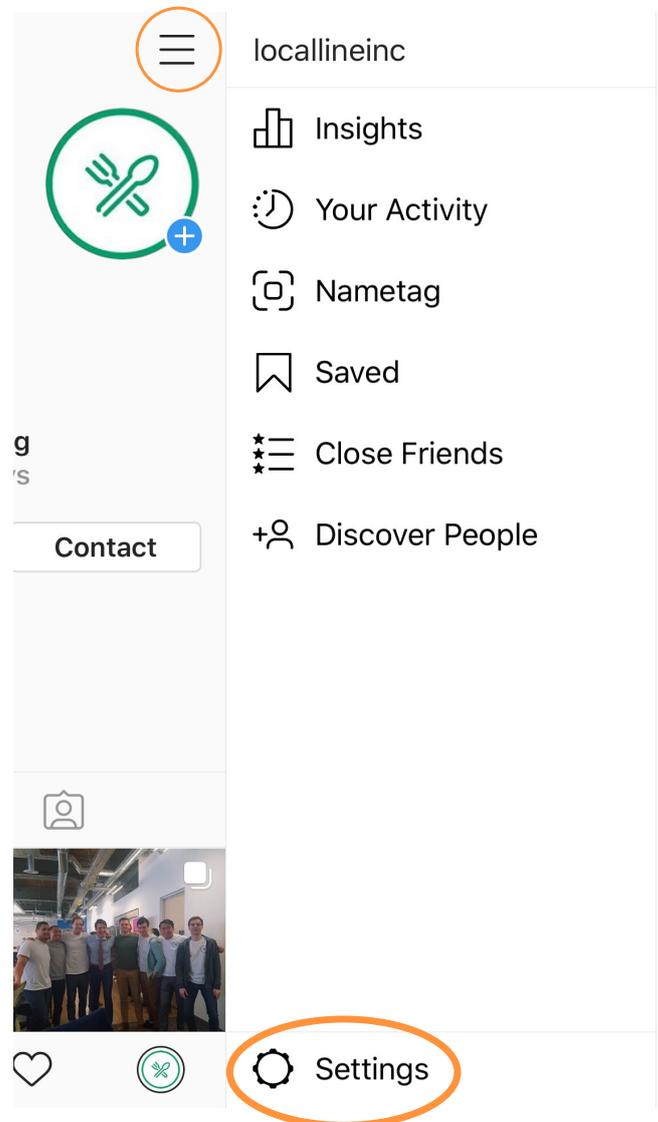
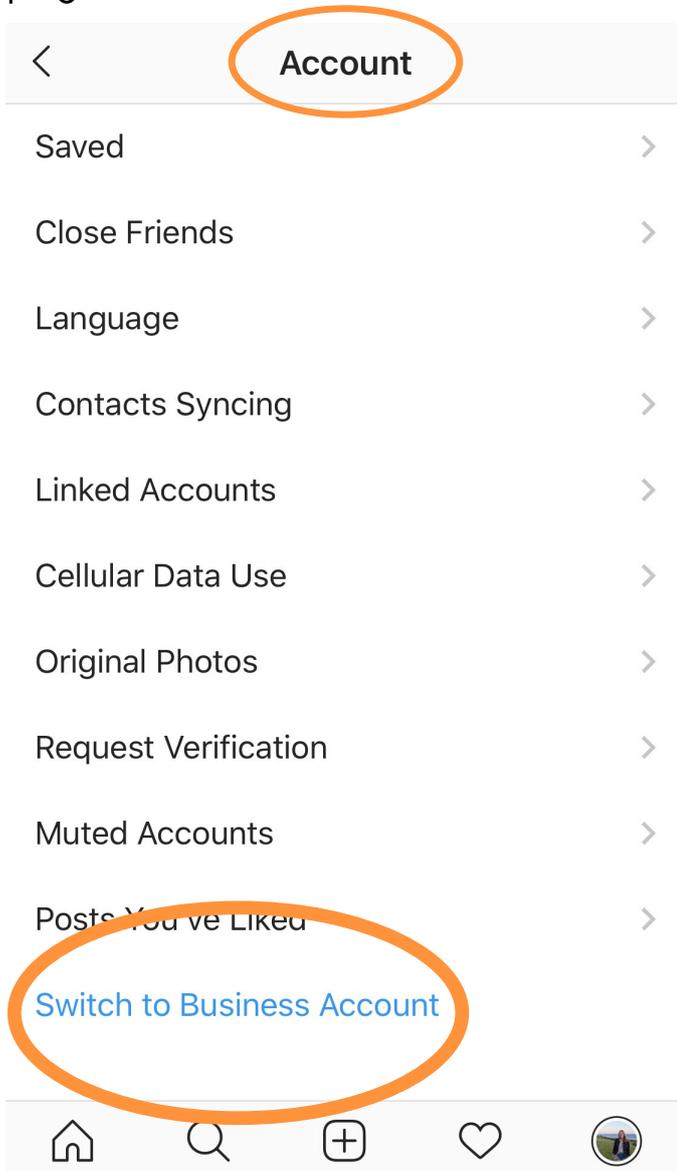
Now that you have an account, optimize it to increase your followers. Start with choosing your profile picture. We recommend using your logo as it keeps consistency with the branding of your business. Remember, Instagram automatically crops your profile image into a circle, so be sure to leave room for this.

Your Instagram bio is a short (150-character maximum) summary of what you do. In your bio, you can also urge followers to take action by adding a **URL** such as your online store or business website. If using a URL, be sure to shorten your link using **bitly** to keep your profile from looking cluttered. You can also use a service called **Linktree** - which allows you to create one link that has multiple destinations, for example you can direct followers to your website, online store, and blog.

You can always update your profile by clicking on the **Edit Profile** button.

## STEP 3: SWITCHING TO A BUSINESS PROFILE

At this point, you have an account and profile ready to go! The next step is to make your public profile a business profile. To do this, go to the **Settings** tab. It can be accessed by clicking the three stacked lines located in the upper-right corner of the homepage. Click the **Settings** button located at the bottom of the page.



In **Settings**, scroll down to **Account**. Click **Switch to Business Profile**. Instagram will lead you through how to switch.

This will let your profile appear as a business to your followers. It will also give you access to analytics regarding posting times, followers, engagement, and more. In a business profile, you can add your location, category, phone number, email, and any directions. These features can help you increase your sales.

# NAVIGATING INSTAGRAM

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## THE NEWSFEED

When you first open your application, it will show your newsfeed. This is the central hub where you find the content of the accounts you follow. This is the main way to engage with others on the app. At the top of your newsfeed, you'll see multiple profile pictures of accounts you follow with a pink circle around them. These are **Stories**.

When you scroll down your newsfeed, you can engage with content. To Like something, double-tap the middle of the photo/video or press the **heart** located under the photo/video to the left. You can also comment on content by pressing the **speech bubble** beside the heart. Additionally, you can share a piece of content by pressing the **paper airplane** symbol. This allows you to send to other users on Instagram or share as your story.

Above the stories section of your newsfeed, in the top left corner, the **camera** symbol allows you to create your own story. The **TV** symbol will send you to Instagram TV. Finally, the **paper airplane** symbol (identical to the symbol for sharing a piece of content), sends you to your **direct messages**.

In the bottom bar of the newsfeed, you'll see 5 different symbols from left to the right. This bottom bar will remain the same for every page you click through. The **house** symbol will send you to the newsfeed. The **magnifying glass** symbol will send you to the Explore page.



The **square** will allow you to upload new content to Instagram. The **heart** symbol shows you all the engagement you've received on your content. The last symbol on the right side should be your **logo**. This will lead you to your profile. This is how you will appear to your followers.

## UPLOADING NEW CONTENT TO INSTAGRAM

To upload content to Instagram:

1. Press the **square button** located in the center at the bottom of the newsfeed. This will send you to your photo library. Make sure you allow Instagram access to your **Camera**, **Photo Library**, and **Microphone**; otherwise, you will be unable to upload content. This can be done in the settings of your mobile device.
2. Take your content or select which photo/video you would like to upload. You are able to select multiple, by pressing the **stacked square** symbol on the right or create a collage by choosing the **collage** symbol beside the stacked square symbol.
3. Instagram is formatted for square photos/videos and will automatically format your content this way.

Instagram is formatted for square photos/videos and will automatically format your content this way.

4. You can edit your content by selecting filters, or adjusting brightness, contrast, saturation, and more. This is an optional step. When you are happy, select **Next**.
5. The final step is to create the caption and update details for your post. You can always review your photo/video, by selecting the picture in the top left corner and it will give you a preview of your post. Additionally, you can **tag other accounts**, add a **location**, and **share** your post to other linked social media accounts. When you are happy with your post, press **share** and the post will become visible on your profile and to others.

**Note:** You can save drafts of posts by selecting the arrow in the top left corner. This will be saved in your account, and you can post them at a later date. Additionally, you can always edit posts after they have been uploaded, by pressing the three dots located in the top right of your post.

# USING INSTAGRAM STORIES



1. Open the Instagram application to your **newsfeed**. This should be where you can view all the posts of the accounts you follow. At the top of the page, under the Instagram logo, there are profile pictures of the accounts you follow with pink circles around them. These are the stories of the accounts you follow. You can click through these to see what others are doing!
2. To create your own story, click the **camera** icon in the top right corner above the picture of your logo. It will prompt you to your camera. You can also get here by clicking your **logo** in the top right corner. **Note**, if you have not granted Instagram access to your camera or microphone, do this. It must be granted to create a story.
3. To update settings, click the settings icon in the top right corner. Here you can change who can see your story, saving preferences, and more. Set these settings to meet your needs. To go back to the newsfeed, click the arrow in the top-left corner.

Unlike creating a post on Instagram, **Stories** are a temporary image or video that you can share with your audience. They are formatted for mobile-viewing and are visible for **24 hours**. Stories show authenticity, as they are quick and easy to digest, versus a curated Instagram profile feed. They can be used to talk directly to your audience and allows them to “talk right back” by using direct messaging on the app. You can’t market on Instagram without using Stories. Here's how to use them:

At the bottom of the screen, you will see these icons:

- **Square:** This will prompt you to your camera roll. You can use any of the photos on your device for your stories.
- **Lighting bolt:** This will update the lighting options for your camera – such as flash and low-light setting.
- **Circle:** This is the trigger to take a photo or a video.
- **Circle of Arrows:** Flip the camera.
- **Happy face:** This is where you can find face filters for silly photos or videos.

Additionally, there are also a series of words that you can scroll through. These mean:

- **Type:** Allows you to type on a coloured screen if you do not want to have a photograph/video.
- **Live:** This is a setting that will let you live-stream with your customers.
- **Normal:** Regular camera/video.
- **Boomerang:** This will allow you take a “moving” picture.
- **Superzoom:** Different filters for video-taking such as *Surprise* or *Paparazzi*.
- **Focus:** Take a portrait by blurring out backgrounds around a subject.
- **Reverse:** Play videos in reverse.
- **Hands-free:** Allows you to take videos without having to hold the centre button.

These many options will allow you to create content specific to you. Play around with the options and determine what you like best!

4. After you are happy with a photo or video to share, you can edit your post! Instagram provides many tools, such as adding text, drawings, hashtags, account mentions, etc. These are called **Stickers**. They help add actions to your posts and increase engagement.

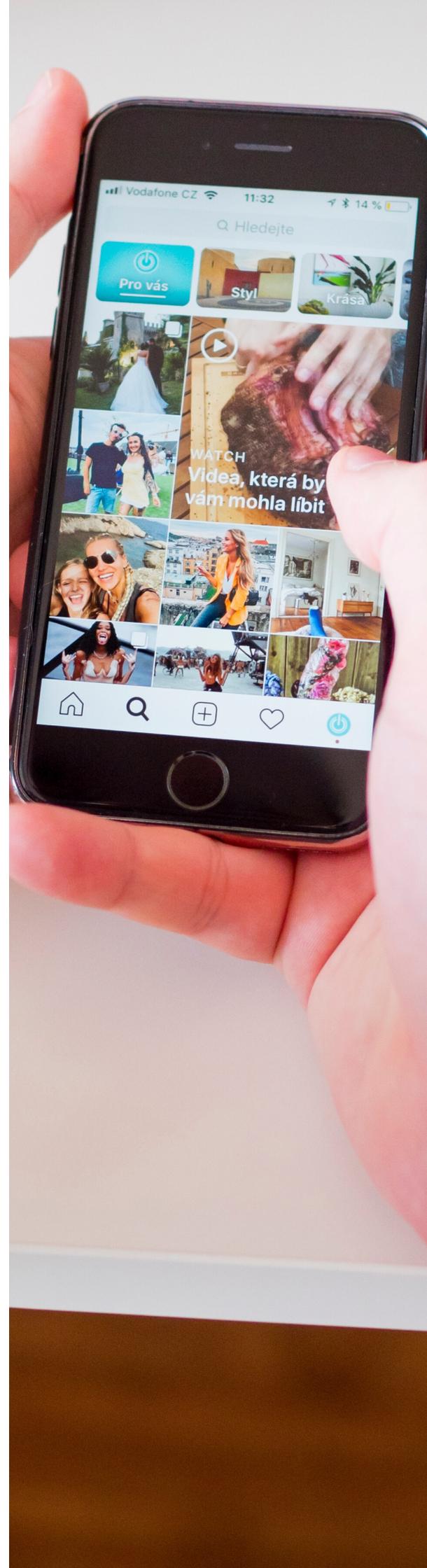
Here are some stickers you should use:

- **Poll sticker:** Ask your customers what they want by asking questions with customized answers. Instagram will show the results and let you make educated decisions. For example, what day is best for delivery? Monday or Tuesday?
- **Questions Sticker:** This sticker allows your followers to ask questions relevant to a topic. For example, ask which day is best for delivery, and let your followers send you their responses. It is an informal way to speak directly to your audience.

- **Hashtag sticker:** Hashtags can be a very powerful tool for reaching potential customers. A hashtag sticker will link your story to the hashtag and automatically get added to the Explore page. Remember, that hashtags can also quickly come across as spammy, therefore make sure to be critical when using a hashtag.
- **Location sticker:** Add the Geotag (location)! Same with adding a hashtag, this sticker links your story to all posts in the same location, which helps increase your exposure.

In addition to these stickers, there are many more! There is a lot to discover on stories, therefore play around with the features when you're first starting out.

4. Tap the **Your Story** button to post your story publicly, **Sent** to send it privately to selected accounts, or **Save** to download it to your phone to post at a later date.



## USING STORY HIGHLIGHTS

Keep your stories on your profile forever! Instagram stories only last for 24 hours; however, the app lets you make a Highlight, which is a curated collection of chosen stories to stay on your profile. These highlights can be used for:

- Frequently asked questions – use the Questions sticker to ask your customers for questions. Save these stories as a highlight to easily answer any questions new visitors may have about your business.
- Farm tour – film a farm tour on your stories and save to your highlights. This will help show new followers where their food is produced and who's doing it!
- Products – showcase popular or new products on your story and save as a highlight to keep them visible on your profile.

To create a highlight, go to your profile. Underneath the bio section, you should find a circle with a plus sign. Click this, and it will guide you to an archive of your past stories. Pick which stories you would like to use and add a title. The highlight will show up on your profile.

## SENDING A DIRECT MESSAGE

Similar to many other social media platforms, Instagram has a messaging feature called Direct Message. It can be accessed by clicking the paper airplane symbol in the top right corner of your **newsfeed**. To send a direct message:

- Press the plus sign located in the top right corner.
- Search the account(s) you want to send a message to. Select the correct account(s) and type in your message. You can also add voice recordings, images, GIFs, and more.
- Press the return key to send the message.

**Note:** Any messages sent you will send you a notification, and can be seen by clicking the **paper airplane** symbol in the top right corner of your newsfeed.

# CREATING CONTENT FOR INSTAGRAM

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Social media is all about content. Consumers like quality photos that represent your brand, story, and product! Good content increases sales, while poor quality content can be very detrimental to your brand. Tips to improve your photos:

## **PICK A THEME**

Your Instagram profile is a grid of all your content. When first visiting your page, users will see a collection of your last 6-9 pictures. It is crucial when you are taking and posting photos to your profile, you are considering what the collection of photos will look like together. It's great to have a mix of farm and staff photos, with some product photos. You want to share your story and day-to-day activities, however, be sure to show what you are selling.

A theme will reduce the likelihood of having a cluttered or unsynchronized feed and help you determine what photos you need to take. This also helps for your branding.

## **STAY AWAY FROM THE ZOOM!**

If you're using a smartphone for your photography, refrain from using the zoom function. The lenses in our phones are not the same as a removable, adjustable lens on a professional camera. Using zoom can actually reduce the quality and give you a blurry/grainy photo.

## CONSIDER YOUR DEVICE (IT MAY BE TIME TO UPGRADE!)

Your Instagram page starts with your camera. At the end of the day, you can't change the quality of a photo after it's been taken. You can clearly tell the difference from a high-quality photograph taken by a DSLR camera versus a photo taken by an older digital camera or mobile device. Make sure you are using the best device available to you. Don't have access to a camera? Newer models of smartphones are changing the game for photography and can produce high-quality sharable photos.

**Note** - if a photo looks blurry or grainy - it's not the best quality. The higher the quality, the more professional the photos appear.

## LIGHTING!

To take a great photograph - you need to have good lighting. Be sure always to use natural light. Flash photography and artificial lighting can be tough to work. Also, if you're taking photos outside, make use of "golden hour".

Also, if you're taking photos outside, make use of "golden hour".

Golden hour is a term used in photography that represents the short period right after sunrise and right before sunset. During this time, daylight appears redder and softer due to the sun's location. This is the best natural lighting.

## SLAP A FILTER ON IT

Filters can work wonders for an image (if done correctly). Consider playing around with different filters to enhance the natural beauty of your photos.

**Note** - often pre-made "free" filters provided by Instagram or free apps can appear over-saturated and reduce the quality of a photo. I would recommend using VSCO or any other applications that allow you to adjust parameters such as saturation, brightness, highlights, and shadows manually. This allows you to "create your own filter". This step may take some extra time versus a pre-made filter; however, it can make a world of difference.

## TAKING PHOTOS OF PRODUCTS? CONSIDER THIS...

Instagram is a marketing tool – therefore, you must showcase what you actually sell. Product photographs are an essential tool for your business. Food must look appetizing; otherwise, customers won't buy it.

Here are some quick tips:

- *Use produce that is bright in color and has the least amount of blemishes.* We all know there's nothing wrong with a piece of fruit that has a few bumps and bruises – though for marketing purposes, pick your best-looking products.
- *Take the photos with natural scenery.* Small scale farming practices are all about the real, natural, and ethical production of food. Taking a picture of your final product with a beautiful landscape in the background helps connect the product itself with its production. If that's not possible, consider using natural fabrics, textures, and tones as the background of your photos – this will help make the link to handmade and organic production.
- *Avoid shadows.* When you take a photo of something straight from above, shadows occur and can dominate a photo. Adjust the angle of shooting, to reduce the intrusion of shadows in your pictures.



# BUILDING YOUR FOLLOWING

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Just like any marketing tool, you need to build an audience to get customers. When first starting out with Instagram, it can be overwhelming to reach your audience, so we have compiled some tips to help you get started:

## #TEAMFOLLOWBACK

Just starting your profile? Network by following other local suppliers, restaurants, retailers, and customers. This will give them a nudge that you are on Instagram or help you get traction with potential buyers. Additionally, when you're looking to increase your following, it is vital to follow customers back. Just like being personal through direct messaging or commenting, following your customers shows you care (as funny as that sounds). As your following grows, this may be less important, however, when first starting out it can really help!

## PROMOTE ON ALL YOUR PLATFORMS

If you are using multiple social media platforms - cross-promote! Post on your Facebook page to follow your Instagram account. This can help drive customers to follow you on all platforms. Additionally, if you have a mailing list, add links to your social media channels in your emails. Sometimes to increase your following all you need to do is inform your customers.

## INTERACT WITH YOUR FOLLOWERS BEYOND POSTING

A great way to hook followers is being personal! Interacting with customers via Direct Message or starting conversations through commenting can have a lasting impact. Food is very personal, and customers want to get to know who's producing theirs. Just like selling in person, when selling online, you want to maintain customer service! Don't underestimate the power of personal communication!

# MEASURING YOUR SUCCESS

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When you switch to an Instagram Business account, you have access to Insights. Insights give you data about who's looking at your content. It will help you determine what's working and what isn't!

To access your insights, click the stacked lines in the top-right corner on your profile. Click Insights. Within Insights, you'll see three main sections: **Activity**, **Content**, and **Audience**.

Within **Activity**, you see:

- **Interactions.** It will give you insights, such as the number of profile visits and website clicks.
- **Discovery.** Tells you more about who you're reaching.
- **Reach and impressions.** Reach is the number of unique visitors to your content, and impressions are the number of times your content has been viewed.

Within **Content**, you see:

- How **many** and **which posts** you've posted that week.
- **Post** and **story engagement.** For example, which posts are most popular and how many people are engaging with it.

Within **Audience**, you see:

- **Locations.** Where your followers are located. This can be split up into City or Country.
- **Age Range.** It is interesting to see what age range you are attracting with your content.
- **Gender.**
- **Followers.** Shows you when your followers are most active on social media. This can help you determine when you should post to increase engagement.

Now, that you understand what analytics are and what they are telling you, it's time to use them to help you! Here are our three best tips to help you get started:

## SET A KEY PERFORMANCE INDICATOR

A key performance indicator or KPI is a measurable parameter that can be used to evaluate success. As success looks different for each business, you must determine which parameter works for you. If your business thrives on community and communication with your audience, track engagement. If you are looking to build your customer base and following, track reach.

## CALCULATE ENGAGEMENT FOR EACH OF YOUR POSTS

**Engagement Rate** represents the percentage of your followers that are engaging with a specific post or story. It is not a value that Instagram calculates for you; however, it can easily be calculated in two ways:

**Method 1** calculates the Engagement Rate against all of your followers. This value determines how many of all your followers are actually engaging with your posts. Low values can be due to many factors such as posting times, hashtags, videos versus photos, and more!

### METHOD 1

**Engagement Rate (%)**

$$= (\text{Number of Likes and Comments} / \text{Number of Followers}) \times 100\%$$

### METHOD 2

**Engagement Rate (%)**

$$= (\text{Number of Likes and Comments} / \text{Reach}) \times 100\%$$

**Method 2** calculates the engagement rate against all the followers you actually reached. It determines out of all the people that saw your content, how many actually engaged with your post. This value can be useful when analyzing the content itself. For example, if 350 followers are seeing the content, why do only 10% like it?

Both methods provide powerful insights into your posts and engagement with customers. By playing around with types of content, hashtags, posting times, and more - you can use the engagement rates to determine which gets you the best results. Similar to your KPI, make sure you are tracking this value over time to get accurate results.

## POSTING TIMES

In the **Audience** section of Instagram Insights, you will find information about your followers such as top locations, age range, gender, and followers. This information can give you insight about your followers and when they're engaging with your content. Most importantly, use the Followers section to track at what time of day and which day of the week, your followers are most active. Schedule your posts to match peak use times. This will increase the possible engagement your customers will have with your content.

These are just some ways you can use Instagram Insights to grow your following and increase customer engagement.

# facebook

## WHY FACEBOOK?

Facebook can be mighty for small business owners. It is a fact that today, almost every business has a Facebook business page. It serves as social proof that you're current and actively running your business. The business page allows you to share content with your customer base, while also providing valuable information like contact information, business hours, and employees. Your business page also gives your customers the ability to leave reviews and ratings - which is the strongest form of social proof.



## SETTING UP YOUR BUSINESS ACCOUNT

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The first step to marketing on Facebook is creating a business page. It will allow you to reach a larger audience and give you access to marketing tools such as analytics and ads. Having a Facebook page is also necessary to switch your Instagram account to a business account.

*Here's how to get started:*

To create your new business page, visit [this link](#) to create a page. You'll need to add:

- **Your business name and bio:** Add the name of your business. Your bio tells your followers what you do and any other quick info!

- **A profile photo and cover photo:** For your profile photo, use your logo or a photo that best represents your business. The cover photo is a longer picture that will be at the top of your profile. Use a picture of your farm or your team!
- **A call to action button:** This is a button that will be found at the top of your page. It is an action that will direct your customers to a specific place. Put a link to your online store or email address!

Now that you have created your page, you can:

- **Personalize your profile:** After setting up your profile, you can continue to personalize your profile by adding your story, shop section, services, etc.
- **Publish new content:** Now that your page is set up, you can start adding content! By adding content, your page appears active and will help you hook followers!
- **Message your customers:** Now your customers have the ability to message your business and ask questions one-on-one!
- **Promote your page:** If you have a large customer following on your personal Facebook account, you can invite friends to like your new page.



# BEST PRACTICES

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## **BRANDING**

Having uniform and attractive branding allows your business to become recognizable among customers. You should strive to have consistent branding across all platforms. Similar to other social media platforms, on Facebook, you can upload a bio, profile and cover photo. It is a smart tip to use your logo as your profile photo.

## **BE PERSONAL AND ACTIVE**

Food is personal! People want to know who is growing/producing their food - so do not hesitate to share this! Share information about who you are and what you do. Additionally, it's important to be active on your platform. When people send you direct messages or engage with your content. The quicker you respond, the better! It shows that you care and sets a tone for future customer service.

## **POST STICKY AND RELEVANT CONTENT**

Individuals follow interesting accounts. Use this platform to share compelling high quality photos of your farm, products, and your team. You can also link your Instagram and Facebook pages, enabling any Instagram photos to be shared to your Facebook page.

Alternatively, to Instagram, Facebook is a great place to upload any blog posts you've written, relevant website links, or other non-photo related content. You want your feed to be a balance of beautiful, 'sticky' content and relevant links and posts - such as how to order, delivery schedules, new products, etc. The balance will make the experience enjoyable for customers and will attract new ones.

## **CREATE A CONTENT POSTING SCHEDULE**

With any marketing strategy - it can be beneficial to plan your posts ahead of time. This will save you time in the long run and help you create a curated feed.

Spend some time at the beginning of the week and determine what information you would like to be shared that week. Any great photos or articles you haven't shared yet? Create a list of posts and decide which day and time you would like to post them. You can use tools such as **Hootsuite** or **Sprout** that allow you to schedule posts ahead of time and will send them out automatically!

Do not stress if you deter away from the schedule and have other content you want to share. Scheduling is a great way to keep you on track and make sure you are staying active on the platform.

### **RE-EVALUATE!**

This is an essential step for any marketing strategy! After you have been using the platform for a while, take some time to assess your results.

- What posts got the most engagement?
- Have you received any feedback from your customers?
- Has your following decreased or increased over time? Has it stayed the same?

These are critical questions to answer. By assessing your past, you will be able to re-work and adjust your strategies to better succeed in the future. The best way of tracking these results is to use Facebook Insights!



# MEASURING YOUR SUCCESS

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Unlike Instagram, Facebook has changed its algorithm to prioritize content from family and friends over businesses. This is where Insights comes in! To measure your success, you must look at the data. Facebook, like many other platforms, now offers an analytics tool with their business page, to show you trends.

To access Facebook Insights, go to your business page on Facebook. At the top of the page, you will see multiple options such as **Page**, **Inbox**, etc. Click on the **Insights** tab. When you are on the Insights page, on the left-hand side, you will see many different tabs. These mean:

- **Overview:** This is a summary of the data from the last while. You can update the timeline to whatever best suits you. On this page, you will see information about page views, clicks, reach, top posts in that timeline, and **Pages to Watch\*** (competing pages that may give you ideas on how to run your own).
- **Promotions:** This gives you a summary of all paid advertisements you have on Facebook.
- **Followers:** This gives you information about who is following your page. It tracks the number of followers, actions your followers are taking, and where your followers are coming from.
- **Likes:** This gives you an overview of your likes. Note: this is likes on your page, not to your content.
- **Reach:** This tracks the reach of your posts. It also tracks engagement, such as likes and comments over time.



- **Page Views:** This page tracks who's viewing your page, how frequently, and any parameters about the viewers, such as age, gender, etc.
- **Page Previews:** This is an interesting one. It tracks the frequency of users that hovered over the page name to view a preview of the page.
- **Actions on Page:** This page tracks the number of actions people are taking on your page, such as website clicks and breaks it down by action type.
- **Posts:** This page is very important! It tells you information about when your followers are active on Facebook and which types of content are the most popular amongst them.
- **Events:** This page tracks any data around any events you may host.
- **Videos:** This page gives you insight into any videos you upload.
- **Stories:** This page gives you insight into any stories you upload.
- **People:** This page tells you everything you need to know about your fans and followers!
- **Local:** This is a Facebook setting that will allow you to see who's near you and give you insight on their activity and behavior.

- **Messages:** This will give you insight into your direct messaging, like how often you're receiving messages, etc.

As you may be able to tell, Facebook gives a lot of data, and it can quickly become overwhelming. When you're looking at analytics - make sure only to spend time focusing on those that make the most sense for your goals. We recommend focusing on these three measurements:

## REACH

This page gives you an overview of how many individuals are viewing your content and how they engage with it. On this page, the information is divided into four sections:

- **Post Reach** - This represents the number of individual people who had one of your posts appear on their screen. This is divided into organic and inorganic (paid).
- **Reactions, Comments, Shares** - This represents the amount of positive engagement you've had. The data is divided by engagement type: likes, comments, and shares.
- **Total Reach** - This represents the number of individual people who had any of your content appear on their screen. This is divided into organic and inorganic (paid).

Each section has individual graphs Here, you can compare and that allow you to change periods, contrast which posts were most and hone in on what type of content successful and which were not. is most successful. These four different sections give you insight Use the Posts insights to determine into how well your content is doing what time of day is best to upload and how far your content is based on follower activity, and reaching. Adjust your content what type of content best scheduling and type over time and resonates with your audience. track the changes!

## POSTS

This page is divided into three different sections:

- **When Your Fans Are Online** - When your followers or people who like your page are on **Facebook**.
- **Post Types** - The success of different post types based on average reach and engagement.
- **Top Posts from Pages You Watch** - A curation of posts and their engagement from other pages that you view. It can be used to compare your stats to those of similar pages and help you find new ways to use your business page. Additionally, this section also gives you running lists of all the posts you've uploaded and their data.

## PAGE VIEWS

This page can give you insight on who's visiting your page and how frequently. The page is divided into three main sections:

- **Total Views** - This represents the total number of views your Facebook page is receiving. You can also dive in further by dividing this data by section.
- **Total People Who Viewed** - This represents the number of individuals that viewed your Facebook page. You can also divide this value by **Section, Age** and **Gender, Country, City**, and **Device**.
- **Top Sources** - This chart gives insight into from which website or application your views are coming from.

Insights can help you learn more about how frequently your page is being visited, and where the views are coming from. A great tip is to compare the increase or decrease in views based on your content schedule! Perhaps you start uploading more visual content versus posts, track whether your views are increasing!

Your Facebook page can be an excellent place for your customers to learn more about your business and interact with you via message. It is important to remember that your Instagram profile and your Facebook page serve different purposes. Don't be scared off if the engagement or reach is very different between the two. Be sure to determine what you are using the platform for and track your analytics based on this.





## **Streamline your farm's sales process.**

Local Line helps food suppliers doing direct marketing sell their products online, access new markets, and keep organized.

**Learn more at [localline.ca](http://localline.ca)**