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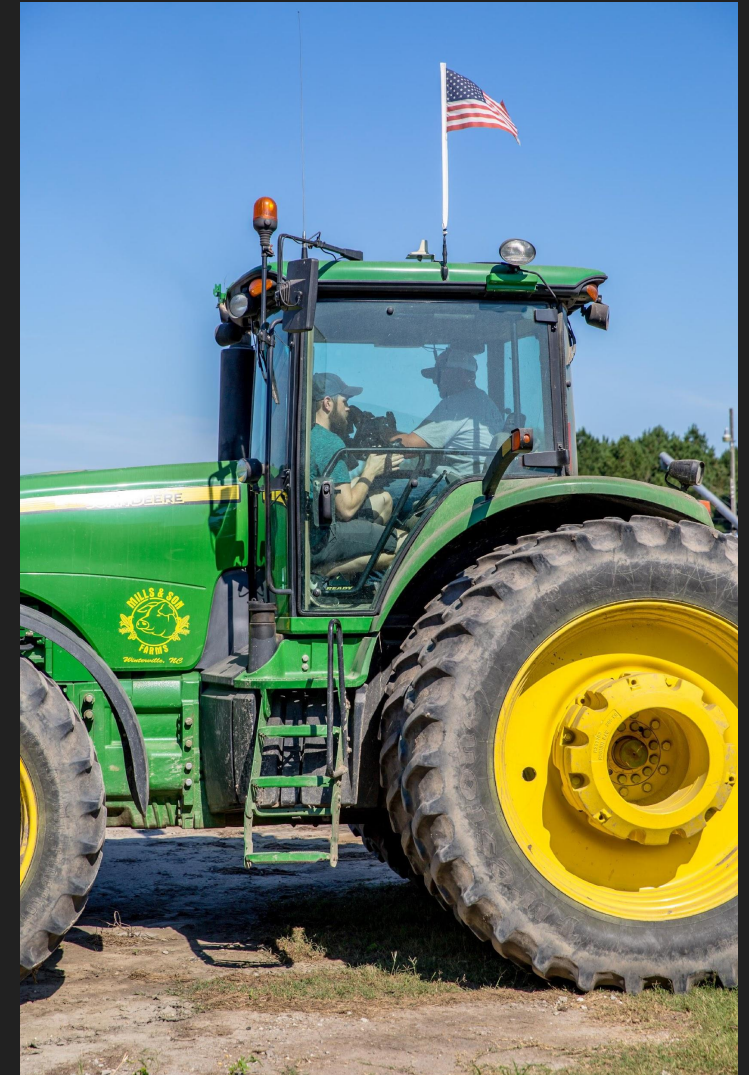
# Telling Your Story through Social Media

Presented by Corey Kaminski, Tabletop Media Group



Why should I spend  
time on social media?  
You know I'm busy,  
right?!?

People connect with people. They buy  
from people they like and believe in. Tell  
your story and why you do what you do;  
people will line up to support you.



Mills & Son Farms,  
Winterville, NC



# How to Tell Your Story



IDENTIFY YOUR  
AUDIENCE



WRITE OR  
RECORD IT



SHARE IT



# Identify Your Target Audience

## □ Who are you trying to reach?

- Age
- Where they live
- Common Values
  - Ex: Eating healthy, supporting NC businesses / NC farmers, taking care of their family.

## □ Where are they?

- Facebook
- Twitter
- Instagram
- YouTube
- Snapchat

You can use this knowledge and a small amount of \$\$ to promote your posts on social media to reach the type of people who are most likely to buy your product.

# Write or Record Your Story

- There are many ways (and places) you can tell your story:
  - Let someone take a video of you telling people who you are and how/why you do what you do. Make sure to have something related to your farm or produce in the background.
  - Not comfortable in front of the camera? Write your story down and share it, along with a photo of yourself and your product. You can post it all at once, or you can break it down into 3 parts and share how you got started, what you are doing now and finally, where you see yourself in the future.
  - A picture also tells a story. Take photos throughout your day (on your phone is fine!) and share those, along with an explanation (ex: "Proud of how beautiful our crop is this year!")
  - Share a behind-the-scenes look at your business. A great place to do this is with Facebook live videos or Instagram stories. (15-30 second clips)
  - Create a Facebook photo album with pictures from an event or place (ex: great way to share photos of people you work with, special events or moments for your business)

# More Ideas

- What else can you talk about once you've introduced yourself?
  - Your day-to-day activities are more interesting than you think!
  - Share what you are learning / new technology
  - What's important in your industry right now?
  - Don't forget to tell them how to find and support you!
  - Share posts from other businesses relevant to your values (ex: Feed the Dialogue NC)
  - Ask questions! It's great to get feedback from your followers.
    - What would you cook with these peaches?
    - Where would you like to see our peaches sold?
    - What's most important to you when feeding your family?

# Share it!

- ❑ You've told your story, but how do you make sure more people see it?
  - ❑ Ask people you know to share it!
  - ❑ Use hashtags (ex: #GotToBeNC #NCpeaches #ThankNCFarmers #NCFarmers #FeedTheDialogueNC)
  - ❑ Tag others in your caption, like @GotToBeNC, @ncfarmbureau, @FeedTheDialogue
  - ❑ Boost your post or profile page. For \$3/day you can reach thousands of new people.
  - ❑ Like posts from people who live or work near you. They will return the favor!
  - ❑ Include a location on your photo/video
    - ❑ Can be your farm, the town you live in or other cities close by. So people looking at pictures in those areas will see your post too!

# Example from Feed the Dialogue





A close-up photograph of numerous small, light pink flowers with delicate, five-petaled blossoms and thin green stems. The flowers are densely packed and fill the entire frame, creating a soft, textured background. The lighting is bright, highlighting the delicate structure of the petals.

# Thank You

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