

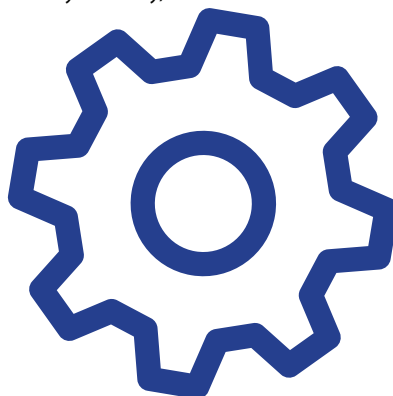


COUNTY Farm Bureau® FACEBOOK CHECKLIST



AUDIT

- ☐ **Make sure you're using a business page** (*not a personal profile*).
- ☐ **Complete the "About" section**, with **"Agriculture"** (*or a similar term*) as your category, current contact information, and a county-specific description.
- ☐ **Create a "username"** (*makes you more searchable and gives your page a memorable URL*) and a call-to-action button.
- ☐ **Size your profile and cover photos correctly.** If your photo requires an explanation, caption it.
- ☐ **Settings Options** (*feel free to pick the settings that best fit your county*):
 - Disable posts by other people on the page (*ensures that other users cannot post on your page, does not pertain to comments*)
 - Allow others to share your content and tag you
 - Allow others to privately message your page
 - Allow your page to be recommended to others
 - Don't restrict others from viewing your page
 - Set your profanity filter to "strong"
 - Manage your notifications (*to fit your preferences*)
 - Reorder and consolidate your tabs (*to highlight what's most important to you*)
 - Identify users who like/follow your page in "People and Pages"
 - Manage "banned" users in "People and Pages" (*use only when necessary. It's important not to get into habit of banning users. Recommended uses: profanity, spam*)
 - Assign multiple (2 or 3) administrators for your page, in "Page Roles"



PHOTOS & VIDEOS

- ☐ **Use consumer-friendly photos and videos**, and **"connect the dots"** for a non-farm audience with your post captions.
- ☐ **Make sure you own the photos/videos you're planning to use** or that you have been granted permission to use them. Avoid using stock photos/videos when possible.
- ☐ **Ask your consumer-savvy members to send you in-the-field photos and videos.**
- ☐ **Know originator, date and source of all content.**
- ☐ **Ensure all content comes from a reliable source.**



[Click here for the Photo/Video Guidelines document!](#)





CREATE

- ☐ **Confirm that you're posting** *(or engaging)* **as the county Farm Bureau** *(not yourself, personally)*.
- ☐ **Share a mix of education and entertainment with a purpose that serves your audience's needs and interests, as well as your county Farm Bureau's goals.**
 - Content that helps a non-farm audience understand agriculture's importance and relevance to their lives
 - Content that helps a non-farm audience understand and trust local farmers — showing that farmers share the values of consumers is a great way to build trust.
 - Content that shines a positive light on the impact Farm Bureau and its members have on the local community
- ☐ **Use Facebook analytics to see when your audience is most active on Facebook and learn from your best performing posts.**
- ☐ **Use Creator Studio to schedule your posts for peak engagement hours and manage your workflow.**
- ☐ **Tag the individuals/organizations that are mentioned in your posts.**
- ☐ **Check with your state Farm Bureau and AFBF for "plug and play" content.**
- ☐ **Share content from your state Farm Bureau and AFBF.**



PROMOTE

- ☐ **Use the engagement opportunities within Facebook:** respond to comments and private messages, invite people who react to your posts to like the page, invite your friends to like the page, tag people/businesses/organizations in the posts that concern them, and consider running contests/sweepstakes that abide by Facebook's policies.
- ☐ **Use engagement opportunities outside of Facebook:** link the page to your email signature, email members the page, mention the page in your publications and other "traditional" outlets.
- ☐ **Advertise ("boost") strategically**
 - You'll need to create a Facebook ads account *(with a credit card)* first. Consult your state Farm Bureau for assistance.
 - 6 in 10 Americans use Facebook: you can target them by location *(down to the county/local level)*, interests, professions, age, etc. with just a few dollars per day. You are not limited to targeting those who like your page.
 - When advertising, pick a topic/event/promotion that's important to your county Farm Bureau and consider how Facebook ads can produce the engagement *(likes, shares, link clicks, event registrations, etc.)* that would help your county meet its goals.
 - Many times, Facebook will recommend that you "boost" /advertise your better-performing posts. You should feel free to ignore this advice and choose to boost/advertise only the posts that have been identified as priorities for your county Farm Bureau.

RESOURCES

How to create a business page:

https://www.facebookblueprint.com/student/activity/220750?ref=cms_redirect

https://www.youtube.com/watch?v=en_1yDz68BA

How to size photos:

<https://www.youtube.com/watch?v=xVqlx-rM6h0>

Facebook policies page:

https://www.facebook.com/policies/pages_groups_events/

General tips and tricks:

[Social Media Insights | Sprout Social](#)

FACEBOOK CHECKLIST

