Social Media Promotion

Social media is the easiest way to promote Maine Harvest Bucks and your market. Word-of-mouth promotion is often most effective, but social media is a close second.

Here are some tips to have the greatest impact with Facebook promotions.

**Facebook**

- **Post at least weekly!** You never know who may see or share your post.
- Make sure every post on your market’s FB page mentions something like, “SNAP/EBT accepted.”
- **Tag** local partners and organizations who you think should see your post, like MFFM and food pantries. @mainefarmersmarkets @mainesnaped
- **Take your own photos** at market and share them regularly on Facebook. Tag individuals in the photos (people love seeing themselves pop up on Facebook) This is a great strategy to grow your social media following.
- **Boost your posts.** Done strategically, this can be an easy and effective advertising tool and sometimes can be reimbursed by MFFM with FINI grant funds.
- **Always list your market’s day and hours and address** in every post.

**Twitter**

- Twitter is a good tool for sharing news stories, talking points, and data.
- Tag MFFM in your posts so we can follow and repost: @FarmersMkts4ME

**Instagram**

- Post pics of beautiful produce and share the story of Maine Harvest Bucks.
- Tag MFFM in your photos: @Mainefarmersmarkets

**Hashtagging:** Hashtags act as flags to get your posts noticed by a new audience. These hashtags can be used across various social media platforms.

#maineharvestbucks #usdanutrition #lovesteatlocal #farmersmarketsfeedme