



Facebook 101

Farmers Market Federation of New York

What is Facebook?

Facebook is a social network that allows you to connect with others, whether they are friends, family, or coworkers. People use Facebook to keep up with friends, share pictures and videos, and learn more about other peoples' interests. Facebook is one way to communicate with potential customers, and a way to teach friends about your business.

Common Terms

Friend A friend is a person you are connected with on Facebook. You must be friends with people to gain full access to their profiles and to have the ability to share videos, pictures, and comments with them.

Wall/ Wall Post Most of your friends will have a Facebook wall. This is a place to write comments, start conversation, or share something interesting with another person. When you write on someone's wall, it is called a "wall post". There is no character limit for a wall post.

Status A status is any type of comment you wish to share with your Facebook friends. It is displayed on your Facebook profile, and can be seen by all of your friends.

Like The like button allows you to show friends what you care about, and what you are interested in. You can "like" a picture, video, status, or wall post.

Tag You can "tag" people in pictures or videos. When you tag someone, the picture or video will show up on his or her profile. You can also tag your friends in wall posts by using the "@" symbol.

Group A Facebook group can be made to represent a network of people who have something in common. Facebook groups can be made for a general interest, like "I love farmers markets", or it can be a business, like the Farmers Market Federation of New York. When you are part of a Facebook group, you can receive updates from the creator, start discussions on the group's wall, add pictures/videos, and more.

Page A Facebook page is similar to a Facebook group. The largest difference is that you "like" a page instead of being a member. Groups are more for a community of people who are part of the group or business, while pages are more for people who are fans of that group or business. It is best to use a business page for a market or farm business.

News Feed Your News Feed will show updates from all of your friends, whether it be a status change, a wall post, likes, picture postings, a friend tagging another friend, etc. You can customize your news feed so that you don't see updates from everyone. News feeds are how the "digital word of mouth" is created.

Network When you first sign up for Facebook, you will choose a network, which will represent the community you are part of. It could be a university, company, location, etc.

Administrator The administrator of a group or page has the power to edit the content, add information, make status updates, add pictures, and like other pages. It would be best to have 1-4 administrators on your page. You must have a personal Facebook account in order to create and administer a Facebook page.

Insights Insights are statistics that allow you to see how often people are looking at your page and how often people are interacting on the page. It is a great way to track the success rate of your Facebook page.



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What are Privacy Settings?

Privacy settings allow you to customize who can see your profile, and how much of your profile is public. If you want to use Facebook just to create a page, you can make your personal account invisible to others. You can manage who sees anything and everything on your profile.

How can I use Facebook as a marketing tool?

The best way to use Facebook as a marketing tool is to create a Facebook page. Update it with content like pictures and video, article links, a comment about how the day/week is going, or about new local food trends. You can also use your page to respond to people's comments/inquiries about your business. Using Facebook is not a way to advertise yourself, but a way to keep an open flow of communication with your customers—the more you talk, the more they will listen. It will serve as a way to create relationships, a way to watch the industry (by reviewing other pages), and a way to create buzz about your business.

Tips for Getting Started:

Create a Facebook Page. See the picture tutorial to find out how.

Develop your Presence. Continue to add content constantly, communicate with others, build your fan base, and invite your friends. You must keep communicating and monitoring at all times—you cannot let your page go unchanged for more than a few days.

Don't Advertise. Communicate. Facebook is a social network. People use it to connect with friends, and when on Facebook, people do not want to be sold something or buy products. Facebook is a place for you to make conversation, so make sure to keep your page friendly and informational rather than commercial.

Engage your followers. Start conversations using comments and questions that will solicit responses. The more you engage your followers, the stronger the loyalty to you and your business.

The screenshot shows the Facebook page for the Farmers Market Federation of New York. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The profile picture is the organization's logo, and the cover photo is a banner with the same logo. The main content area displays a feed of posts:

- A post from the Farmers Market Federation of New York dated Friday, December 22, 2011, at 12:13pm, announcing a Christmas dinner: "Merry Christmas! Enjoy family, friends and local foods dinner!".
- A link to a news article titled "National Sustainable Agriculture Coalition - Archive - Congress Sends Food Safety Bill to Preside" from sustainableagriculture.net, dated December 22 at 8:47am.
- A video post from the Farmers Market Federation of New York dated December 21 at 4:04pm, titled "WIC Informational Video" from vimeo.com, with the description "How to use WIC checks at Greenmarkets".
- Another video post from the Farmers Market Federation of New York dated December 21 at 4:03pm, titled "FMNP Informational Video" from vimeo.com, with the description "Vimeo is a respectful community of creative people who are passionate about sharing the videos they make. Use Vimeo if you want the best tools and highest quality video in the universe."

The left sidebar contains the following information:

- Buttons for "Add to My Page's Favorites", "Suggest to Friends", and "Subscribe via SMS".
- A bio: "The Farmers' Market Federation of New York is a grassroots, membership organization of farmers' market managers, market sponsors, farmers and market supporters. Together, we have developed a spectrum of services to increase the number and capacity of.".
- Location: "117 Highbridge St. Fayetteville, NY, 13066".
- Founded: "1999".
- A section titled "35 People Like This" with profile pictures of Prudom Farms, Abigail Stevens, Greening Ny, Tony Mannetta, Lorrie Beach, and Jessica Krenner.