



Leveraging Facebook for your seed business

We use Facebook to post pictures of our kids, see where the neighbors went on vacation and wish friends happy birthday. But Facebook can also be a powerful tool for promoting your business and keeping in touch with customers. With over a billion users, there's no shortage of Facebook users in every community, and two-thirds of them visit a local business' page at least once a month. Here are some tips for using the platform to promote your seed business.

- 1. Create a separate Facebook page for your business—don't use your personal Facebook profile.** Users will be able to follow your business page (as opposed to "friending" your personal profile) to get business updates when you post them. You can contact specific followers using Facebook Messenger.
- 2. Make sure all your company information is up to date.** Make sure you've included your address, phone number, business email, website URL and a brief description of your business for the "About" section.
- 3. Post engaging visuals.** Start with your company's profile picture and cover photo—make sure they'll be recognizable to potential customers, like your company logo or photos of your building or a healthy farm field. Use photos with most (if not all) of your update posts, since visual content creates 40x more engagement and is more likely to be shared than other content.¹

Recommended image sizes for Facebook are:

- Profile photo: 170x170 pixels
- Cover photo: 1200x628 pixels
- Post photos: 1200x630 pixels

- 4. Post relevant content.** It doesn't all have to be product related. You could offer agronomy tips, showcase a local farmer's success or wish followers a happy and safe planting season.
- 5. Post consistently to keep your company on the mind of followers.** One way to do this is to schedule posts ahead of time. You can create multiple posts at one time and then schedule them to post during the times potential customers are most likely to see them.

¹Derek Cromwell, "12 Top Facebook marketing Tips for Small Businesses," Shutterstock, September 17, 2019, https://www.shutterstock.com/blog/facebook-marketing-tips-small-business?k-w=&=1&c3apid=71700000027388020&gclid=Cj0KCQiAq5meBhCyARIsAJrt-dr5lejUehtwtlUm10ZnFVks_EumMpgMBk_J4QbiE6WKKK6dCbrUftaDUaAigyEALw_wc