

# Farm to City

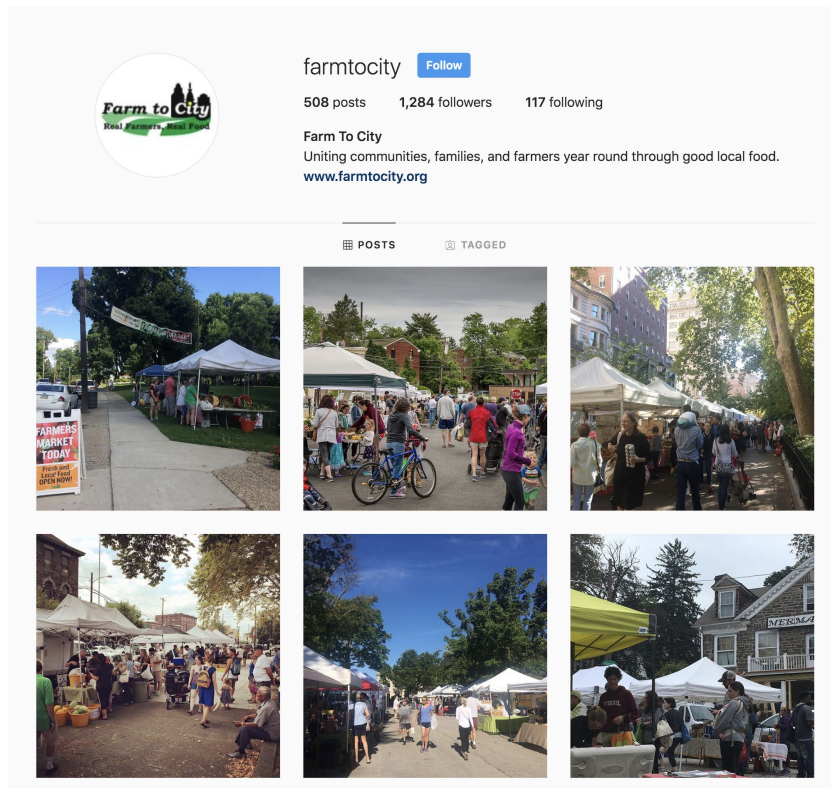
Design Practicum Spring 2019

Social Media

# Step 1: Maintaining an Instagram Profile

## Utilize the @farmtocity account:

- Use and manage this account that already has 1.3k followers
- Encourage farmers to interact or tag @farmtocity
- Use popular hashtags to increase exposure
- Create specific hashtags for different events

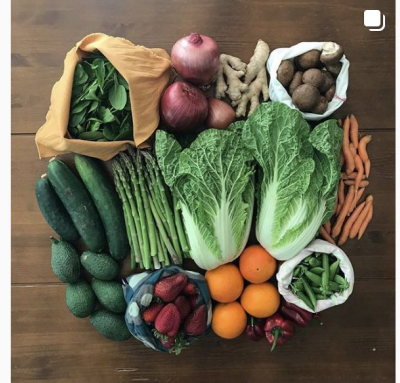


## Step 2: Posting at Appropriate Times

- **Steady scheduling:**
  - Post once or twice a week to avoid bombarding the newsfeed
- **Key times to post:**
  - Beginning of the week- reminder of upcoming schedules
  - End of the week- weekly highlights
  - Special events- promotion of special events

## Step 3: Determining What to Post

- Once-a-week posts highlighting upcoming/past events
- Recipe recommendation based on ingredients available from the market
- Occasional posts of visitors talking about what they love about the market
- Invitational posts encouraging people to tag @farmtocity



# Step 4: Ensuring Posts Are Interesting

## Visual:

- Avoid over-editing your photos such as using too much filtering
- Consider composition of your photos
- Take advantage of the colorful vegetables and fruits
- Focus on the object of interest
- Use proper lighting
- Don't let the background overshadow the objects
  - Use either clean backdrop or blur the background

## Content:

- Use relevant and trending hashtags
- Participate in hashtag challenges
- Use concise captions



# Examples of Successful Accounts



**farmersmarketla** • Follow  
Original Farmers Market, Los Angeles

**farmersmarketla** A bulb just went off: Today is #NationalGarlicDay! We're THE place for all things garlic-y... from Italian, Asian and Middle Eastern fare--to fresh bulbs from our resident produce merchants, Farm Boy Produce and Farm Fresh Produce. (Hey, for a guy who smells, he sure is popular!)  
#TheOriginalFarmersMarket  
#FarmBoyProduce  
#FarmFreshProduce  
1w

**farmersmarketla** •  
•  
•  
•

72 likes  
APRIL 19

Add a comment...

**A SUPPER THAT SUSTAINS US**

Jams NYC & 1 Hotel Central Park are partnering with local chefs to kick off the 1 Hotels sustainable dinner series. We'll be honoring the environment and local farmers.

Tuesday, April 30 | 7pm

**1** JAMS AT 1 HOTEL CENTRAL PARK  
1414 6TH AVENUE  
NEW YORK, NY

**grownyc** • Follow

**grownyc** Happy Earth Month! We are celebrating by giving away two tickets to A Supper that Sustains Us – the launch of the @1hotels zero-waste dinner series. Anyone who donates at least \$25 by Earth Day (4/22) will be entered in our giveaway as a thank you. Donate online, by mail, or in person at @unsgreenmarket or at our Grand Army Plaza Greenmarket this week – find us at the GrowNYC info tent! We will contact the winner on April 23. Visit grownyc.org/donate.  
1w

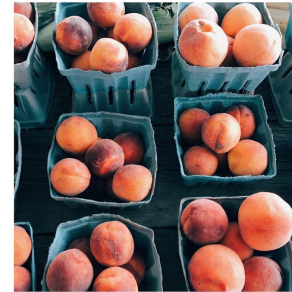
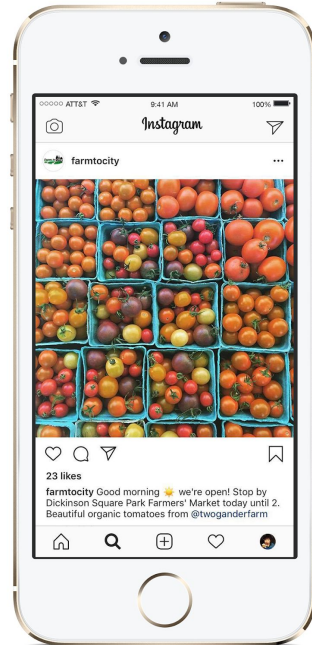
**grownyc** #earthday  
#earthmonth #sustainable

91 likes  
7 DAYS AGO

Add a comment...



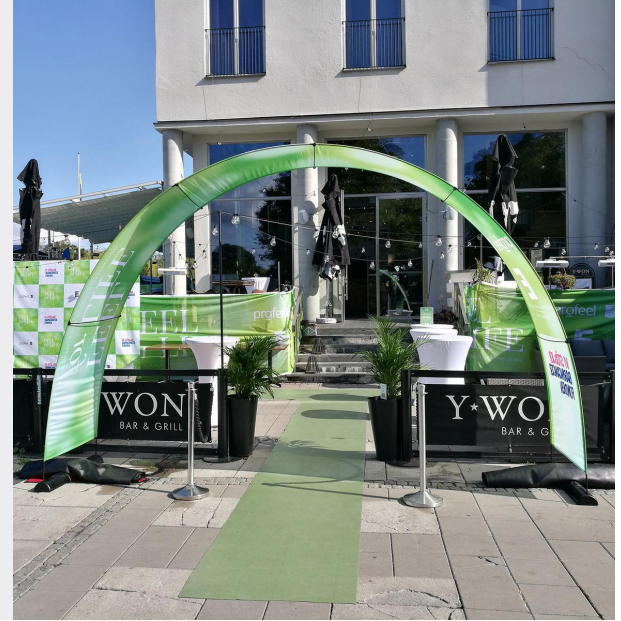
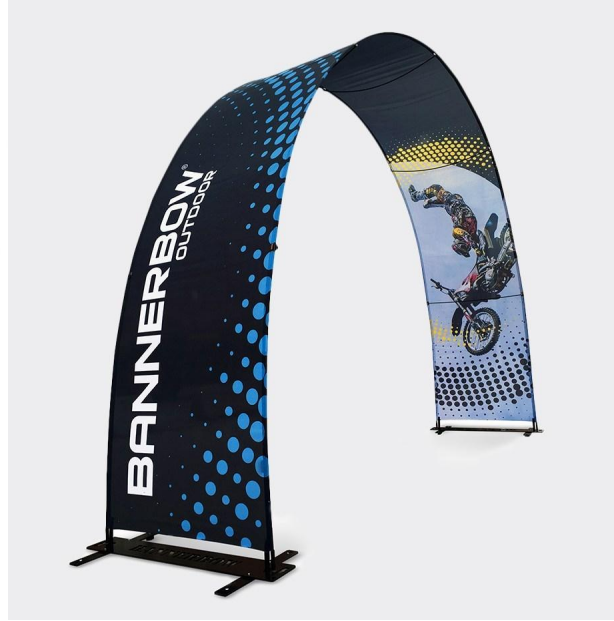
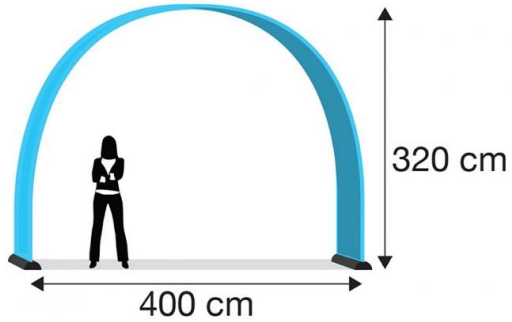
# Instagram Mockup



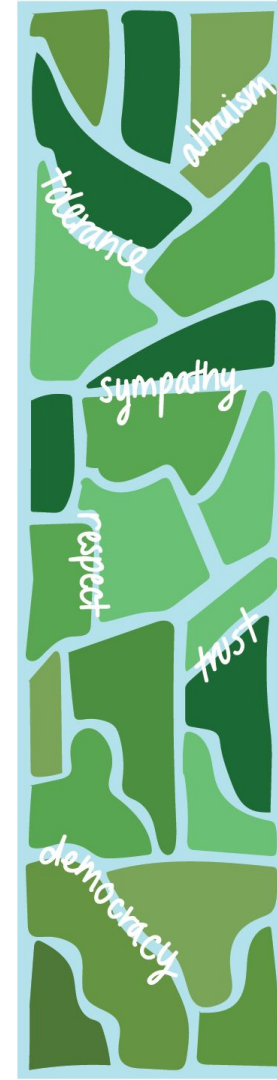
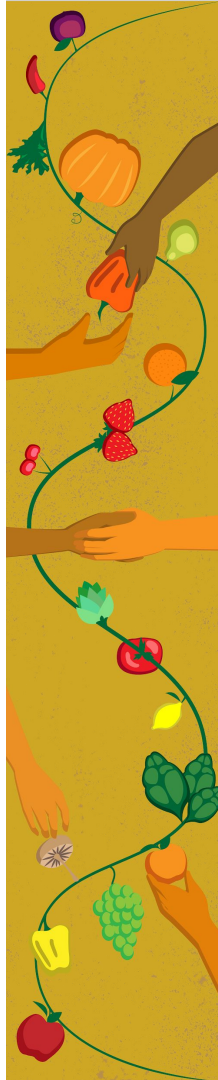


Environmental

# Banner Mockups



# Banner Designs

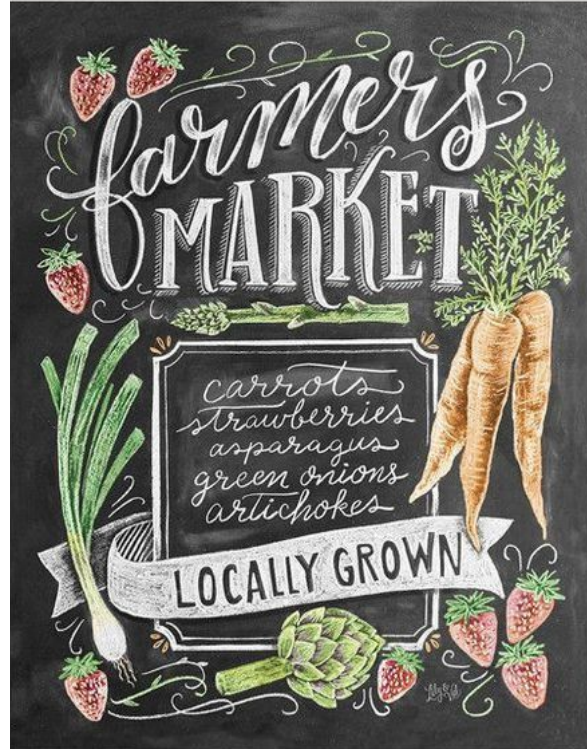


# Flag Entryway Design



# Engaging Displays

- Changing up displays throughout the market
- Incorporating art & color can liven up the market environment
- Finding different ways to present the products to increase consumer interest



# Other Ideas for Engagement

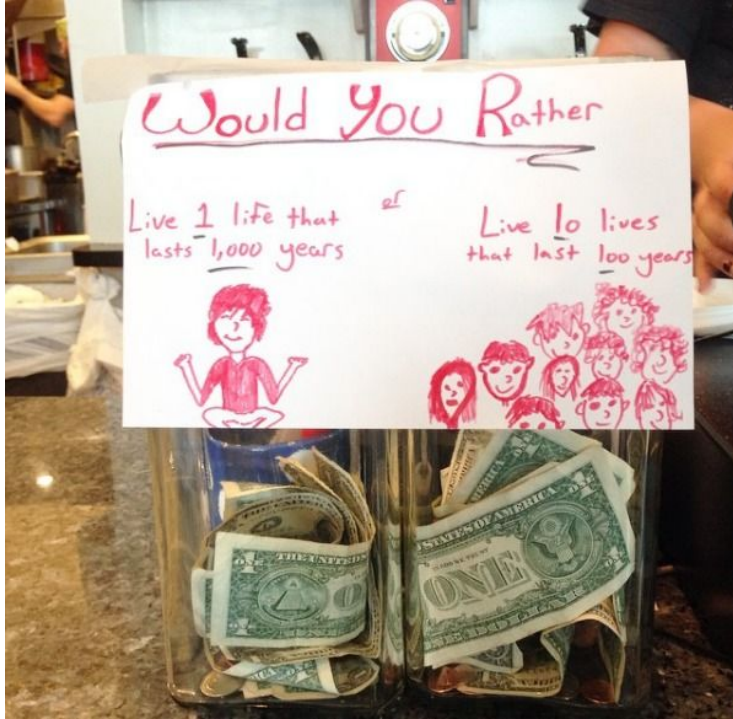


# Name Tags



Maintaining these stickers at the entrance can help increase socialization and make the market an environment for meeting people as well as shopping.

# Would You Rather...



- Would you rather... jars are a great way to start a conversation with strangers who are also in line / gathering around the table
- This could be served as a method of donation, or one can use wood pieces to vote and participate as a money-less option

# Get to Know Each Other Bingo

FIND SOMEONE WHO...				
has fainted or thrown up in public	has walked out of the bathroom with tp stuck to you	been to an outdoor rock concert	likes sushi	laughed so hard you peed
introduced someone by the wrong name before	has never got a speeding ticket	has eaten escargot (snails)	broke a bone and wore a cast	has passed out and had friends write all over your face
danced the "Chicken Dance" at a wedding	can speak a foreign language	has been to a Hawaiian Island	visited another continent	is afraid of spiders
attended a professional baseball game	played a sport in school	drove to Canada more than once	likes to quote Will Ferrell movies	dislikes chocolate
told an embarrassing story about yourself to others	has been arrested	has 2 or more pets	can play a musical instrument	has had stitches

- Get to know each other Bingo is very reminiscent of grade school days and a common activity done at the beginning
- This is a great way to start conversations, build community, and establish commonality and friendship
- These can be printed and picked up at the entrance, and each person can sign on the square that it applies to them
- As an incentive, can offer small discounts on the purchase for anyone that bingos.

# Take One, Leave One



- A passive community engaging activity that is often in the context of Take one, Leave one books, but it can apply to other objects as well
- At the entrance, there can set up Take one, Leave one prompts such as affirmation (“write a compliment”), silly drawings (“draw your best apple”), etc.