

# Social Media 101

Presented at the Minnesota Farmers Market Association, Upper Midwest Fruit & Vegetable Growers, and Minnesota Cottage Foods Producers Conference 2019



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**NEIGHBORHOOD ROOTS**

## Workshop Overview

- Introductions (10min)
- Why Are We Here? (5min)
- Facebook Tutorials (30min)
  - Types of accounts - Organization
  - Insights
  - Target Audience
  - Integrating your accounts
  - Notifications
  - Coordinate with your network
- Common Misconceptions (5min)
  - Place vs. Event vs. Organization
  - More Complex ≠ More effective
  - Digital ads are too expensive
- Moving Forward (5min)
  - YOU CAN DO IT! Write three tasks you can do on your own
  - ASK A FRIEND! Write three tasks you need help completing
- Questions/comments:

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## YOU CAN DO IT!

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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## ASK A FRIEND!

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5. \_\_\_\_\_  
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6. \_\_\_\_\_  
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