



## Facebook Posts—Using Social Media to Market Your Child Care Center and #FarmtoChildCare

### Facebook Strategies

- ✓ Post on Facebook at least once a day.
  - Post about Farm to Child Care 1 to 2 x/week
- ✓ Tag partners to increase engagement and conversation—it's social! Build community.
- ✓ Posts with photos get more attention than just text
- ✓ Examine **Facebook Insights** to see what times of day/days of week get you the best engagement.
- ✓ Establish a weekly or monthly plan for contents.
- ✓ Use scheduling feature, easy! (FYI, cannot schedule "shares").
- ✓ Always include **#FarmtoChildCare** at the end.
- ✓ Ask questions, even if you don't get answers, you're creating a feeling of openness and communication.
- ✓ Thank people (farmers, teachers, children for trying new foods, parents for asking kids about what foods they liked, etc.).
- ✓ Post a variety of content.
- ✓ Listen and respond—respond to comments people post
- ✓ The more someone engages in your FB posts, the more likely the next FB post will be shown to them.

**Sample Posts:** Consider using any of these with any/all produce you are buying from NC farmers/producers; many are interchangeable!

- 1) From NC farms to our table! Your children are eating healthy, fresh NC fruits and veggies here for meals and snacks! #FarmtoChildCare @WakeCountySmartStart @AdvocatesforHealthinAction (Picture: take a pic of your F2CC banner hanging at your facility and post it)
- 2) **Farmer Robert Jones/@FarmerFoodshare POP Market** delivered NC zucchini to the center today! Look what **COOK'S NAME** is cooking up with it! #FarmtoChildCare @WakeCountySmartStart @LocalFood-NC Cooperative Extension @AdvocatesforHealthinAction (photo: cook chopping, cooking or plating the food)
- 3) Put the kids to work shucking NC corn that **Farmer BLANK** grew for us! #FarmtoChildCare (photo: kids shucking corn and another pic of kids eating the corn)
- 4) Put the kids to work shelling fresh North Carolina peas today! Thanks **Farmer BLANK**—so yummy and what a beautiful green color! #FarmtoChildCare

Managed by Wake County Smart Start in collaboration with Advocates for Health in Action and Wake County Cooperative Extension  
4901 Waters Edge Drive, Suite 101, Raleigh, NC 27606 | (919) 851-9550 | [www.wakesmartstart.org](http://www.wakesmartstart.org)

*Farm to Child Care is supported through a grant funded by the John Rex Endowment.*

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- 5) We're so excited to be moving towards more fresh, North Carolina grown fruits and veggies. The kids and our teachers love it! #FarmtoChildCare  
(photo: picture of staff eating the food or cutting it or picture of kids eating it)
- 6) Wondering what grows in NC and when? Check out the NC Seasonality Chart. It's really helpful to us as we plan our menu for meals and snacks AND what to buy from our local **farmer/distributor!** (Post link to <http://www.ncagr.gov/markets/chart.htm>)
- 7) We LOVE NC peaches...so juicy and yummy! The kids are enjoying them here this week...if you want to pick some up yourself, visit one of the many farmers' markets in Wake County! Several of them also accept EBT/SNAP benefits!  
(Post link to <http://www.advocatesforhealthinaction.org/eat-healthy/local-foods/farmers-markets/>)
- 8) Who remembers how good tomatoes tasted when you were a kid? Well they still do when they are fresh from our NC farmers! #FarmtoChildCare (post photo of tomatoes in bowl/box, on plate, etc)
- 9) Thank you, POP Market at @FarmerFoodshare for working with NC farmers and delivering their beautiful and delicious fruits and vegetables to us every week! #FarmtoChildCare  
(Post photo of POP Market delivering to center AND/OR the
- 10) Just got our Farm to Child Care delivery and look at all this goodness our cook is preparing! #FarmtoChildCare #HealthyChildren (Post photo of foods on counter or table or wherever it is gathered as you unload it)
- 11) Child labor!?! Yes, it's true, we put them to work today planting tomatoes and they loved it! Plant some at home this weekend—you can even grow them in a pot! #FarmtoChildCare #EatWhatWeGrow  
(Photo: picture of kids planting, picture of tomato plants in the ground)
- 12) Children farmers harvested their own tomatoes today! #EatWhatWeGrow #FarmtoChildCare #Healthy #Local  
(Post photos of kids at work in the garden and picking harvest)
- 13) Who knows what a crowder pea is?! Our children do...they ate them for lunch today! Ask your child about them! #FarmtoChildCare (post photo of peas before cooked or on the plate or kids eating them)
- 14) We've learned how to cut watermelon quickly and efficiently—so yummy! Thank you, NC farmers! #FarmtoChildCare (post photo of cook chopping)
- 15) Farm to Child Care—so much fun to see the kids enjoying healthy, fresh foods from our NC farmers! Look how pretty! #FarmtoChildCare (Post a picture of the F2CC poster hanging on the wall)
- 16) Farmer Jones delivered watermelon this week—we're loving it—and we're counting seeds! #Learning #FarmtoChildCare (Post picture of a watermelon—before cut, after cut, on the plate, kids counting seeds, etc.)
- 17) Zucchini Ribbons with Pesto! Give this recipe a try at home—zucchini are in season now!!  
<http://growing-minds.org/documents/take-home-preschool-june-week-1.pdf>  
post a picture of a zucchini with it
- 18) Parents, Growing Minds at @Appalachian Sustainable Agriculture Project in Western NC has some cool resources for parents! Check out this yummy tomato recipe! #FarmtoChildCare #FamiliesEatingFresh

Link to <http://growing-minds.org/documents/take-home-preschool-august-week-3-2.pdf>

(This references August—so don't post it now but post it in August...tomatoes will still be plentiful; this link will not have a graphic, so it's not a bad idea to add your own picture of a tomato, for example

- 19) Try this salsa recipe at home with your child...we've made some salsa here and they kids love it!  
#TomatoesInSeason #FarmtoChildCare  
Link to: <http://growing-minds.org/documents/take-home-preschool-august-week-4-2.pdf> (in August)

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- 20) Have you ever tried cucumber soup? Here's a recipe you can make at home! #FarmtoChildCare  
<http://growing-minds.org/documents/take-home-preschool-september-week-1-2.pdf> --it says September but you can post it in June, July or Aug when you have cucumbers also
- 21) AUGUST post:  
It's National Farmers' Market Week! Take your children to one of the farmers' markets in Wake County this week –give them a few dollars to pick out what they want!  
<http://www.advocatesforhealthinaction.org/eat-healthy/local-foods/farmers-markets/>
- 22) **OCTOBER** post:  
It's Farm to Preschool Month across the country! We have been eating NC fruits and veggies since the spring, but it's fun to celebrate nationwide! #FarmtoChildCare Link to <http://www.farmtoschool.org/our-work/farm-to-school-month>
- 23) We measured watermelons today—and then we ate them! Ask your child what he or she learned!  
#FarmtoChildCare  
(post picture of tape measure around the watermelon—use pictures of activities involving the NC produce –adapt your text to whatever the situation is)