Facebook is a social networking service where users share photos, videos, links, and written updates.



TIME OF DAY **Afternoon**

DAY OF WEEK Weekday





FREQUENCY Weekly



PrairiErth Farm

Went out to pick greens from the hoop house and grab some root crops from cool storage. This is a vegetable farmers version of stocking up before the big winter storm!



KEY TERMS

Timeline Friends Like Comment Share

News Feed

TIP #1

Keep it short; two sentences or less.

TIP #2

Like · Comment · Share

Keep it visual; always include a photo.

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TIP #3

Increase exposure; tag people and places.

5/5

4/5

5/5

5/5

4/5

USER FRIENDLY

POTENTIAL REACH

SEARCH OPTIMIZATION

WEBSITE TRAFFIC

CUSTOMER ENGAGEMENT

MARCH 2014