From Hay Bales to Hashtags
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Problem
Spring Ridge Farm management does not use social media to effectively market their products online.

Background
We examined Instagram accounts of local farms:
- Compared likes with post content
- Researched posting tips
- Discovered local farms that take good pictures

Solution
Create a workshop to teach Spring Ridge Farm’s owner about effective use of social media.

Workshop includes:
1. Promoting on Facebook
2. Promoting on Instagram
3. What to Post
4. Photographing Meat Products
5. Photographing Produce
6. Farm Accounts to Reference

Assessment
Success was determined by an increase in interactions on social media. We recorded data before the workshop and 9 days after the workshop was given.

Results
The number of followers increased on both platforms. The average number of posts increased on both platforms. This data suggests that the workshop helps farmers increase interactions on social media.

Data
- Number of Followers Per Platform
- Average Number of Likes per Post per Platform

What’s next?
The workshop and a handbook will be given to Central Mass Grown. Central Mass Grown is a local non-profit that helps small farms work together, learn more about farming, and promote local products. This workshop will be administered by the Central Mass Grown staff to farms throughout Worcester County.

References

Posting Style
Before

After

Workshop includes:
1. Promoting on Facebook
2. Promoting on Instagram
3. What to Post
4. Photographing Meat Products
5. Photographing Produce
6. Farm Accounts to Reference