



Social Media Tools COVID-19 edition

Ariana Torres, Ph.D.

Assistant Professor

Purdue University

Why Outdoor Farmers' Markets Matter More Than Ever

Some customers prefer greenmarkets to shopping inside during the coronavirus outbreak. Last week, rules were introduced to keep the markets safe.



Stricter guidelines aim to prevent crowding, contamination and other hazards. James Sprinkle for The New York Times

As Supermarkets Feel Hazardous and Sparse, Small Farms Deliver

In Los Angeles, some community-supported agriculture services have seen their membership triple in just a few weeks.



Xan Dixon, of Narrative Food in Los Angeles, picks up a bread order from Bub and Grandma's to add to the company's weekly delivery of provisions. Maggie Shannon for The New York Times

Louisville farmers markets will open during the COVID-19 pandemic. Here's your 2020 guide

E Eater

With COVID-19, CSAs Are Trending as Way to Shop

She'll start getting her first CSA box in mid-April from a business called ...
come into contact with COVID-19 while doing their shopping, and are ...



DP Montrose Daily Press

Farmers' markets continue to serve amid COVID-19 guidelines

The Colorado Farmers Market Association, too, noted the venues will be different this year. "You'll find that your market manager is asking you to ...



S Statesman Journal

Local farms offer produce, meat, plants via home delivery, low-contact COVID-19 pick-up

... offer produce, meat, plants via home delivery, low-contact COVID-19 ...
Sample selection: The Nicky Family Box is \$79.99 and contains five ...



S The Indianapolis Star

Carmel Farmers Market stays open, urges shoppers and vendors to be 'as safe as possible'

COVID-19: Resources. Here's how to protect yourself, according to the CDC. Here's what to do if you get sick, according to ...



Communicate, communicate, communicate...

- Safest option → online local food purchases with direct delivery
- Priorities: local, safe, nutritious
- Local = less risk of food contamination

How do you highlight what is important about your business through online channels?

- Consistent branding
 - Logos, mission, vision, contact info, address, family history
 - Good quality images = showcase
 - Accurate product descriptions
- Create simple URLs (or links)
- Use hashtags and geotags
 - #WestLafayetteCovid19, #LafayetteFood, #LafayetteLocalFood
- Share posts to other platforms
- Include calls-to-action: click, buy, place your order, tag a friend, DM us

What to post about?


- Share frequent updates, pass the 1-2 daily posts
 - Changes
 - Hours
 - Measures to keep everyone safe
 - How to place orders
 - How to pay
 - How to pick-up or delivery

Other strategies

- Keep up customer relationships
 - Use Facebook for after-hours communication
 - Page inbox should be set up to answer questions
 - Use an automated response for FAQ

Host a live session on Facebook, Instagram story

- Take your events online



WED, APR 8 AT 12:00 PM - 5:00 PM

Smitty Bread Sale

Smittybread · Lafayette, IN

Interested Going Share More

Your response is visible to the hosts and Friends


Public event by Smittybread

Smittybread
415 S. 4th St., Lafayette, Indiana 47901

About Discussion

Smittybread
10 mins ·

Last week's Wednesday bake sale at Smittybread Bakery, conducted amid coronavirus concerns and nearly perfect weather, was a sellout. We... See More



SMITTYBREAD.COM

Bake sale a success; encore in the works
Last week's Wednesday bake sale at Smittybread Ba...

14 2 Shares

Like Comment Share

The Russell Company
8 hrs ·

Join us in supporting local businesses with our carry out bingo challenge! Visit <https://russellteam.com/carry-out-bingo-chall...> See More



THE RUSSELL COMPANY Together Lafayette

CARRY OUT BINGO

Bistro 501	Arnis	D&R BBQ	Guac Box Food Truck	Great Harvest Bread
Walts Other Pub	Black Sparrow	Greeks Pizzeria	Cafe Literato	6th Street Dive
Hunter's Pub	9 Irish Brothers	BB CB	Dog n Suds	EMT Food Truck
The Whittaker Inn	Bruno's	Thai Essence	Szechuan Garden	Teays River Brewing
Sushi Don	Richelle in a Handbasket	West Side Diner	Nothing Bundt Cakes	The Cellar Wine Bistro

The Black Sparrow
Friday at 2:51 PM ·

<http://blacksparrowpub.com>
To Order

Limited Time!!



Adobo brisket & spare ribs!

TexMex Sandwich On Special TONIGHT!!

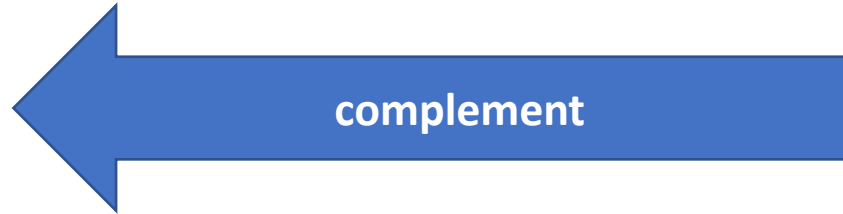
Order online now

10 2 Comments 4 Shares

USINESS

- Maintain good communication with customers

- Social media
- Newsletters
- Emails



- Logistics

- Online sales
- Online subscriptions
- Platforms: Harvie, Farmigo, Facebook Marketplace, Barn2Door, Hoosier Harvest Market, Market Wagon

- Drop-off & On-farm

- Coordinate schedules

Promotional Strategies

1. Write an article of interest to customers
2. Sponsor an event to attract attention
3. Involve celebrities “on the cheap”
4. Offer to be interviewed on TV and radio stations
5. Publish a newsletter
6. Speak to local organizations
7. Sponsor a seminar
8. Write news releases and fax them to the media
9. Serve on community and industry boards and committees
10. Sponsor a community project or support a nonprofit organization
11. Promote a cause
12. Promote your company’s publicity

Create alternative markets that provide for social distancing

- Collaborate with other local farms to create boxes
 - Check ISDA licensing
- Establish relationships with community partners: local health
- If you plan to attend a farmers market: have extra supplies on hand
 - Signs
 - Hand washing stations
 - Stacking boxes
- Home delivery
 - Routing app can help you maximize time and minimize distance

SBA help for small and family businesses

- The **Paycheck Protection Program (PPP)** allows employers to keep paying employees. An added incentive of the PPP is that “SBA will forgive all loans if all employees are kept on payroll for eight weeks and the money is used for payroll, rent, mortgage interest, or utilities”.
- Economic Injury Disaster Loan Emergency Advance is a loan advance program that can provide up to \$10,000 of economic relief to businesses that are being affected by COVID-19.

SBA help for small and family businesses

- The SBA Express Bridge Loan Pilot Program is available for small businesses that have an urgent need for cash. The loans can be up to \$25,000.
- SBA Debt Relief is a program to provide a break from SBA debt repayments.
- <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>

Coronavirus Relief Options

We're here to help you overcome the challenges created by this health crisis. We offer multiple funding options for those seeking relief. Read more below.

Here's How:

Step 1

Order for Rapid Pick-Up® online or in the app, or drive up to a cafe.



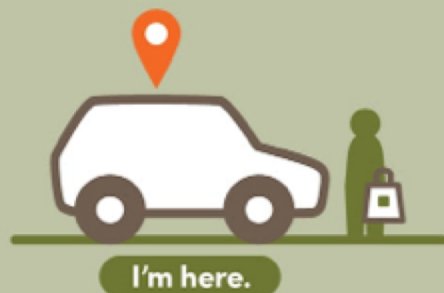
Step 2

Tell us in the Special Instructions the make, model, and color of the vehicle you'll arrive in.



Step 3

Tap "I'm here" in your order confirmation email when you arrive, and we'll bring your order out to your car.





Bennett's Greenhouses, Inc.

6 hrs · 🌐



Just one of our beauties waiting for their new home. In-store, curbside, and local delivery available. **CALL IN TODAY!**



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8 Comments 9 Shares 🧑🏻🗨️

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Market Wagon Central Indiana

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On their small farm in Spiceland, Indiana, Mike & Kristy milk goats and make fresh cheese right on the farm. Rated the #1 Feta in America at the 2019 American Cheese Society competition, now you can get it delivered to your door.



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Fresh Feta & Chèvre, from their Indiana Farm to you.

Shop Now

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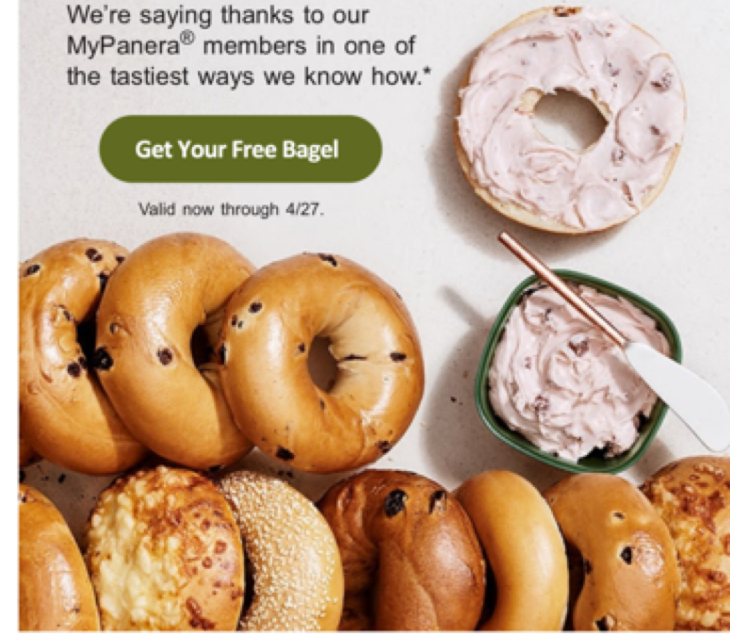
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Resources

- Link to Horticulture Business webinars <https://bit.ly/hortbizwebinars>
- Articles by PIFB
https://ag.purdue.edu/agecon/fambiz/Documents/2020_Spring_PIFB_Newsletter.pdf
- SBA help for small and family businesses
- https://ag.purdue.edu/agecon/Documents/PAER/PAER_April2020_final.pdf

Thank you for your attention

Ariana Torres

torres2@purdue.edu

765-494-8781