

Farming to Facebook

10 Lessons Learned

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Six Sigma Ranch is:



Why Facebook?

Facebook is the world's largest social media network with:

- 585 Million users worldwide (end 2010)

- 48% of US population registered

- 7.9 new registrations every second!

1. The world wants to farm

a. Everybody secretly wants to be a farmer.



1. The world wants to farm

b. Facebook lets you bring your farm to them.



2. Pictures tell a great story

a. Always carry a camera



2. Pictures tell a great story

b. Take pictures with bold shapes and contrasts



2. Pictures tell a great story

c. Tag your friends.



3. Text should be short and clear

If posts are too long, they will be skipped:

“This weekend, our wine club members have an opportunity to pick up their shipments at the Six Sigma tasting room. Blah, blah.”

“Come pick up your wine club shipment tomorrow!”



4. Small talk wins fans

Fan interaction creates visibility, and visibility wins fans.

“It's freezing cold in Asbill Valley this morning.
How is your weather?”



5. A few posts per week work well

- a. Too many posts can overload your fans.
- b. Posting too infrequently is no good either.
- c. Overloaded fans quit following you.
- d. Isn't this slide terribly boring without pictures?

6. Superfans need love

- a. When fans interact with your page often, they should be encouraged.
- b. Third party endorsements are much more valuable than what we say about ourselves.



7. Love your enemies

It is good practice to support your competition by promoting their pages and commenting on them.



8. Your fans are your friends

Share content with your fans that you would share with your friends.



9. Keep it fun and positive

Facebook is not the place for criticism or grumpiness



10. Promote your page!
(wink, wink)

[Facebook.com/SixSigmaRanch](https://www.facebook.com/SixSigmaRanch)

Thank you!

Agritourism sites:

Marin, Sonoma, Napa, Mendocino, Lake, Humboldt, Del Norte

All counties:

First of all, make sure Penny has your listing – and that the information is current and up to date. Many other websites mirror or pull these listings from Cal Ag Tour into their websites:

<http://www.calagtour.org/>

Another important website for all of your counties is the National Geographic MapGuide site at:

<http://www.visitredwoodcoast.com/>

Events, tours, and more. Keep the content up-to-date.

Popular on FB lately:

www.sleepinthehay.com

And others to add your listing/comments to:

<http://www.farmstayus.com/>

<http://www.totalescape.com/index.html>

<http://www.travelsavvymom.com/blog/family-travel/hotels-with-petting-zoos/>

<http://www.backyardnature.com/cgi-bin/gt/tpl.h,content=464>

<http://chowhound.chow.com/topics/471886>

Look for product-specific sites such as:

<http://www.allaboutapples.com/orchard/ca03.htm>

Make sure to update your local Chamber and Tourism sites such as:

DelNorte:

<http://exploredelnorte.com/>

Humboldt:

<http://redwoods.info>

<http://www.humguide.com/>

Lake:

www.lakecounty.com

www.lakecochamber.com

www.clearlakechamber.com

Marin

<http://www.marin.org/html/travel.cfm>

<http://www.visitmarin.org/>

http://groups.ucanr.org/GIM/Marin_Farms/

http://www.marinorganic.org/p_tours.php

Mendocino:

<http://www.visitmendocino.com/>

<http://www.mendocino.com/>

Napa

<http://napavalley.com/>

<http://www.legendarynapavalley.com/>

Sonoma

<http://www.farmtrails.org/>

<http://sonomaonthecheap.com/2009/03/sonoma-county-lodging-deals/>

http://www.westernusavisitor.com/sonoma_county_california.htm

Get an education. Humboldt's Ecotourism certificate:

<http://www.humboldt.edu/ecotour/ecotourism.html>