

Farmer Story Labs: Social Media Guide

How to take the story you built in the workshop and share it online.

You did the hard part. You found your story — your why, your farming practices, and the storytelling mediums you want to try. Now the question is: what do you do with it?

This guide shows you how to take what you wrote in the 101 and 102 Story Labs and turn it into simple, honest posts that work on social media. No marketing degree required.

The main thing to remember:

You are not trying to go viral. You are trying to help the right people — your consumers, your community, your buyers — understand what you do and why it matters. One genuine post that resonates with the right audience beats ten generic/trendy posts that garner a lot of attention but yield no results.

Social Media Platforms

You don't need to be everywhere. You just need to be where your audience is most likely to find you, engage with your content, and take action. So pick one or two platforms that make sense for you and your goals, and focus there in the beginning.

You can cross-post the same content to other platforms, but be careful, because it can take a lot of time to interact with your community on each platform, and a lot of engagement comes from interacting, so you don't want to spread yourself too thin.

Here is a high-level overview of each platform to help you decide where to focus.

Platform	Focus	Best Stories	Tips
Facebook	The top platform for older demographics, community groups, and global news.	Community and conversations. Compelling images with conversational	Facebook's algorithm prioritizes interactions between people rather than one-way

		text posts that prompt comments perform best for engagement.	broadcasting. Ask questions and create posts that spark genuine comments and discussion.
Instagram	Primary hub for visual storytelling, shopping, and short-form video.	Aesthetic visuals, Reels (short-form videos) yield the best reach, while Carousels (groups of images that tell a complete story) drive the highest engagement.	Instagram users read captions, so take time to write detailed, engaging captions. Reels to reach cold audiences and Stories to nurture warm, existing followers.
TikTok	Gen Z culture, short-form video trends, and a leader in social shopping.	Fast, raw, and highly relatable short-form videos. Trend-based audio, humor, and authentic "day-in-the-life" styles dominate.	Grab attention quickly, keep content punchy and highly relevant to specific audience interests, participate in relevant micro-trends and use trending audio to increase your discoverability.
YouTube	The second-largest search engine and leader in long-form and episodic videos.	Deep, evergreen long-form video content. How-to guides, tutorials, and vlogs perform best	Start with a strong hook to prevent users from clicking away, and design high-CTR (click-through rate) thumbnails.
Reddit	Community-driven forums and a leader in user-to-user review searches.	Authentic and value-driven in-depth text guides, how-tos, and well-researched discussions over promotional posts.	Before posting, spend time reading and engaging in relevant subreddits. Use organic, conversational text and format long-form posts to answer specific questions.
LinkedIn	Definitive professional networking and B2B marketing platform.	Thought leadership, insights, and news about your industry, career, or business.	LinkedIn rewards expertise and posts that start real conversations. Share

			hot takes, industry insights, exciting wins, and unique framing of your lessons learned.
X (Twitter)	Male-skewed platform for breaking news, political discourse, cultural debates, and live event tracking.	Quick takes, breaking news, and thought leadership. Concise text, polls, and fast video updates see the most interaction	Focus on immediacy, trends, and real-time conversations. Prioritize visual posts with images or videos and actively engage with your community.
Pinterest	Visual search and discovery for event planning, fashion, home renovation, etc., for inspiration to making purchases.	Discovery-driven, evergreen visual content. Inspiring images and increasingly video pins perform excellently for shopping and lifestyle inspiration.	Prioritize high-quality, 1000 x 1500 pixel vertical pins featuring text overlays. Focus heavily on search optimization by placing relevant keywords naturally in board titles, pin descriptions, and image file names.

Your Workshop Stories As Posts

The stories you've worked on during the Story Lab Workshops are great starting points for your social content. Here are some easy ways to turn them into posts! And as a bonus, [here's a video](#) summary of this section using some of the tools and techniques recommended.

Origin Post: Your Why Organic

Tell the story of why you farm organically, starting from what you wrote in the first exercise of the Story Lab 101 Workbook.

Example Post Text:

"I love cooking, and one thing I learned early on is that the quality of the ingredients makes

or breaks the meal. So when my wife and I got the chance to buy a small farm, I, of course, did a deep dive into how we could grow the best possible ingredients. I started geeking out on heirloom varieties, crop rotations, soil biodiversity, and more. Organic was an obvious choice for me, because it keeps my whole farm in balance, which means I don't have to dump a bunch of inputs on the land that I don't fully trust, and I swear that you can taste the difference. The best ingredients make the best meals, and the best soil makes the best ingredients."

Post Visual:

A photo of your farm would be a nice addition. A photo of you harvesting a crop, and then another of you prepping that crop in the kitchen, would be more interesting, relevant, personal, and specific.

Support Local: Your Why Regional/Domestic

Talk about the benefits of supporting local farmers, and talk about how your farm benefits the community, state, or region. Use the messages you circled in the Story Lab 101 Workbook.

Example Post Text:

"There's a lot of farmland here in Iowa, but most of it produces industrial commodities. We've been farming in this county for five generations, and while it's not always easy, we've stayed committed to growing food that we, and our neighbors, can eat. When you buy from us, your money circulates throughout our local community, and this land stays family-owned for generations to come."

Post Visual:

A photo of the cover crop would be helpful in this case. Showing yourself on your knees with rich soil and roots in your hands would be more personal and specific.

Hidden Work Posts: Your Farming Practices

Share one organic practice per post. Something you do that most people would never notice, but that yields big results. Draw inspiration from your Story Lab 102 Workbook.

General Farming Practice

Example Post Text:

"Every fall, I plant a cover crop instead of leaving the field bare. Most people driving past my farm think it looks like weeds. What they can't see is the soil biology thriving because of the nutrients and protection from the elements that cover crops provide. My plants will grow healthier with fewer inputs next growing season! Organic farming is all about letting nature do what it does best."

Post Visual:

A photo of the cover crop would be helpful in this case. Showing yourself on your knees with

rich soil and roots in your handle would be more personal and specific.

Farming Practice With Proof

Example Post Text:

"When we first walked our new orchard, it felt barren and lifeless, so we rolled up our sleeves and started planting between the trees. Three years later, pollinators are everywhere, our soil is rich with life, and our fruit is growing big and delicious without the need for sprays. Organic practices have made our farm more productive and resilient."

Post Visual:

A before-and-after shot, and images of the crops growing big and healthy would offer proof that this practice is working. Showing yourself in the photo would make it more personal and specific.

Some Tools That Can Help

Most platforms make it easy for you to create posts natively in their platform. For simple posts, you just upload your video or photo and then type your text, or paste it in from another application. Then, depending on the type of post and platform, you can also add music or text/stickers over the photo/video for a little extra flair, captions in case people watch your video with the sound off, and hashtags to help people find the content.

If you want to go deeper into customizing your photos and videos, you can try using these applications.

App	Strength
<u>Canva</u>	Online design software that is best for static graphics, multi-page carousels, and brand consistency.
<u>CapCut</u>	Great for video editing, adding audio and stickers, and placing auto-captions over the video.
<u>Interactive Knowledge Base</u>	The Interactive Knowledge Base (IKB) is a tool built specifically for this program. You paste in what you wrote in the workshop, and it helps you turn it into ready-to-use content.

	• Turn your Story Lab stories into a variety of social content. Path 1 — Just finished a Story Lab (paste your answers in, get posts out) • Write a post for a specific social media channel. Path 2 — Write copy for my farm (choose your channel, get 2–3 variations) • Finish/fix a post you’re struggling to finish. Path 3 — Refine my story draft (paste what you have, say what’s off) • Write a social post from scratch. Path 5 — Help me write a social post (choose platform + tone)
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The perfectionism problem

Here's the thing about social media: nobody expects your posts to be perfect. In fact, polished posts often feel more like an advertisement and get ignored. Authenticity is easier, and works better.

Don't only share the wins. Share the raw story. There's a reason most books, movies, and television shows are packed full of obstacles, challenges, shortcomings, mistakes, etc. It's because a story where nothing goes wrong is not only boring, it's unrealistic. Be vulnerable. People want the real journey – including the stumbles. Embrace that imperfection.

If you find yourself rewriting the same sentence for twenty minutes — stop, and just post what you have. Social media is a moment in time, and people's memory and attention spans are growing shorter. So rather than over-thinking a post, just try posting it one way today, then try it again differently in a couple of months. In fact, your spontaneous posts might just get the most views!

A few things that help:

- Write or say it like you're speaking to a person at a farmer's market – not like a press release.
- You don't need a professional photo/video. Your phone's camera with good lighting is enough.
- If recording a video of yourself makes you nervous, start with still photos and written posts.
- If you find yourself going on too long, turn it into a series and just post the first part now.