

## Social Media presence - What YOU can do to help.

### Facebook

The most useful social media platform is Facebook. All our markets have a Facebook page. Ask Wee (Wythall), Kathryn (Bentley Heath), Jenny (Balsall Common) & Jeanette (Allesley) about what help they could use with Facebook.

As more interest is shown in a posting, so Facebook displays it to more people. Even so, it is likely to reach less than 50% of the people that it could be shown to. With your help, however, we can raise the success of a posting.

- If you have a facebook account of your own make a point of visiting our markets' facebook page and **liking** recent posts. Adding a comment, however short, helps too.
- It is even more helpful if you **share** the odd posting onto your own page (again, adding a comment increases the gain).

### Twitter

Bentley Heath & Wythall have their own twitter account. Other markets are open to people starting up a new twitter account. Anyone can tweet to an account or re-tweet stuff that comes to their account. In general:

- Try to "tell a story" rather than pushing an event or a product.
- Timing & use of hashtags are useful.
- Engage in networking sessions such as #nmummieshour, #SUAhour, #solihullhour where possible to spread awareness and widen our country market network.
- Retweet suitable non-market events (e.g., offer at butchers that carry our indirect sales produce and or craft event which our followers might be interested in)
- You need to use twitter frequently to get much benefit. People expect immediate responses. With twitter, quantity is as important as quality

### Other online platforms

- The field is wide open for people to use Instagram, Pintrest, blogs etc. to promote the markets.
- There are sites where you can post details of community events e.g. Streetlife, About my area, & Town talk.
- Trip advisor may be useful. Look up Wythall & Hollywood Country Market in Trip advisor and leave a nice review for us!
- Websites lack the immediacy of social media but they showcase what the markets are all about. Making links between websites, social media & online adverts creates a synergy that boosts all of them.
- We use the West Midlands Country Markets site ([www.cookcraftgrow.co.uk](http://www.cookcraftgrow.co.uk)) as a hub. All media for all markets can be reached through links on that homepage.