



## MARKET PROMOTIONS

### Find a Farmers Market Feature ([mifma.org](http://mifma.org))

- Search for your market by name and verify information seasonally
- Send updates to [office@mifma.org](mailto:office@mifma.org)

### Taste the Local Difference

- Verify market information seasonally and edit using your market's account

### Local Community Calendars, Resources, and Strategies



517-432-3381



480 Wilson Road, Room 172  
East Lansing, MI 48824



[mifma.org/Legacy](http://mifma.org/Legacy)



## MARKET PROMOTIONS

### Instagram

- Stories: frequency, templates, tools, etc
  
- Posts: frequency, scheduling, image sources, etc

### Facebook

- Groups: list those you want to post in regularly, such as those focused on your city/ neighborhood or regional food/shopping
  
- Paid Ads and Boosted Posts: guidelines for which posts to boost, which audiences to choose, schedule, budget, payment, etc
  
- Events: include instructions for when to create events for your market, who to invite, how to promote, etc



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