

**2017 ACORN Conference & Trade Show  
Best Western Glengarry, Truro, NS**

**Workshop Title:** Social Media Marketing Part 2: Photographs

**Speaker:** Amanda Muis Brown, owner of Humble Burdock Farm

**Executive Summary:** Amanda shares tips and tricks for good photography, as well as strategies for how to use photographs for social media.

**Notes:**

Why photography?

- Photos are a great way to capture a moment and perspective
- Important for advertising (newsletters, posters, social media, and art media ex: art cards, tote bags, etc.)
- Photos are great for documenting and recordkeeping (dates for crops, varieties and locations planted, etc.)
- Farmers are 1% of the population but feed 100% of the population, so it's important to get farm stories out there, and photos are a powerful tool for connecting with people.

Some basic photo techniques to keep in mind (though you won't be able to do all of them all the time):

- Background (anything neutral to make the subject pop out ex: deckboards, driveway gravel, apple bins, cement floor, etc.)
- Lighting – good lighting brings out colour well. Amanda uses sunlight 95% of the time, but doesn't shoot in direct sunlight often. It's important to experiment with light and angle.
- Rule of thirds to draw the eye and interest
- Horizontal/vertical (Always take a horizontal and a vertical shot. You may want options for later that need different formats ex: PowerPoint, etc.)
- Forefront/background (can be in focus or not, depending on what you want. Play and experiment!)
- Angles that flatter/rule breaker (try different things and experiment ex: climb up a ladder for a high photo, lie down on the ground to get a different perspective, work your way around a subject to find different interesting things, etc.)
- Get your face in there! (Get in close. Start further back and work your way in.)

**Subject matter= social media recipe**

1. Seasonal farming photos
  - a. Good to have in reserve and for immediate use
  - b. Can have a documentary purpose for record keeping (ex: what was in season, when)

- c. Curated shot
- 2. Process/behind the scenes
  - a. Good for education (most people have no clue)
  - b. Show me the dirt (honest, shows how hard and real it is)
- 3. Put a human in it
  - a. Helps people connect and show that you're real
  - b. Ex: pruners, tools, gloves show human presence too
  - c. Can hire a professional sometime too
  - d. Put a creature in it (people find it enticing; not many people get to experience bugs, birds, wildlife)
- 4. Foodie
  - a. Take photos of the process while you're cooking, not just the finished product. Process photos are more adaptable for other use ex: sliced cabbage vs.: finished coleslaw
  - b. Pick a few things you grow and use to take some stock photos of
  - c. Quick and easy food tips and recipes
- 5. Logo
  - a. Can fit it discreetly in some photos ex: bucket of flowers with logo on bucket
- 6. Share the wealth
  - a. Promote others when you see something you really like ex: magazine article about friend's flowers
- 7. Silly shots
  - a. Ex: farmer manicure photo was incredibly popular. People like weird, silly stuff.
- 8. Where are you?
  - a. Market shots, restaurants, stores
  - b. Partially documenting what you had at the market that week, but also to let people know where to come find you. Make sure you tag people too.
- 9. Abundance, bounty
- 10. Opposite of abundance = single shot. Minimalist. Provide good contrast on Instagram feed.
- 11. Ok photos
  - a. Used for more text based posts (not just about a beautiful photo) and you can add text right on the photo

Some thoughts on social media:

- Own social media, don't let it own you
- Quality is more important than quantity
- Amanda posts only every couple of days (and not on Sundays)
- It's more about your story than direct selling
- Choose when not to post (ex: when you're having a bad day.)
- Have a balance of planned posts and spontaneous posts
- Go through your photos in winter, file and use them

#### Gear and technical stuff:

- It's good to have a SLR camera if you have big plans for your photos. These cameras have more sensitivity to light, depth, and colour.
- It's important to check your resolution if you want to be able to use your photos for different purposes.
- Amanda uses a combination of SLR and cellphone camera.
- Organizing photos: Amanda creates photo files and uploads regularly. She goes through all her photos every January, filing and giving them standardized names for easy searching ex: FarmersMarketMarch2016)
- Photo editing – Amanda's a purist and won't edit except to occasionally lighten/brighten a bad photo for Instagram. She prefers to just practice and use good photos!

#### Final thoughts:

- Take lots of photos to learn how to take good photos
- Have fun with it
- Share your story

#### Resources/People to check out:

- Floret Farms
- A Brown Table – Nik Sharma
- Noah Fecks – Pantry to Palette Photographs
- Local Wish List product shots (Halifax bloggers)
- Humble Burdock Farm "From Seed to Centrepiece" book