

GUIDES · FOR FARMS

Farm Social Media in 30 Minutes a Week

A simple weekly routine for a farm that would rather be farming.

FREE GUIDE

Devlin Foster

Hudson Valley Almanac

Fall 2026

Before you start

Most farms don't need a big social media plan. They need customers to know what's available, when you're open, and where to find you. That takes a short routine you can keep up in the busy season.

This guide gives you a 30-minute weekly routine, a list of things worth posting, and a short checklist. It's practical advice from running the Hudson Valley Almanac, not a marketing course. Nothing here is a guarantee of results.

Start here. Pick **one** place to post, the one your customers already use. For most local farms that's Facebook or Instagram. Do it well before you add another.

In this guide

- 1. The 30-minute week
- 2. What to post
- 3. Make it easy to find you
- 4. Keep it simple

The routine

Thirty minutes, once a week.

1. The 30-minute week

Time	Do this
5 min	Check your hours, address, and phone on your page. Fix anything that's out of date.
10 min	Take or pick the photos you'll use this week. Take them while you work.
10 min	Write and schedule two or three posts for the week.
5 min	Reply to every comment and message. Say thanks to anyone who shares.

Put the 30 minutes on your calendar at the same time each week, such as Sunday evening. If a week gets away from you, do the first row only: keeping your hours right matters more than posting often.

2. What to post

Aim for two or three posts a week. A good mix:

- **What's available now.** "Sweet corn is in. Open Fri to Sun, 10 to 5." Short and specific works best.
- **A change in hours or a closure.** Weather, holidays, and sell-outs are the posts customers rely on.
- **A look behind the scenes.** A day in the field, a new animal, the first frost.
- **An easy way to use it.** A recipe or a suggestion for what to do with what you grow.
- **A reminder of the basics.** Where you are, when you're open, and how to buy (stand, CSA, market, or online).

Use your own photos, and say where you are in the post. Skip long paragraphs. Two or three short lines is plenty.

3. Make it easy to find you

- **Keep the same basics everywhere:** your name, address, phone, and hours should match on your page, your website, and the Almanac.
- **Be on the Hudson Valley Almanac.** You can submit a listing or ask for a correction. Customers use it to find farms on a map, so wrong hours cost you visits.
- **If a link won't post.** Facebook sometimes limits links to some sites. If that happens, describe how to find you instead: "Search our name on the Hudson Valley Almanac map" or give your address.
- **Reply to messages.** A quick answer to "Are you open today?" is worth more than a polished post.

4. Keep it simple

- Skip posting when you have nothing to say. A short, honest post beats a filler one.
- Don't promise what you can't deliver, such as "plenty of tomatoes" before they're ready.
- If a post gets a question you can't answer, say so and tell people who to call.
- Ask a friend or family member to be a backup who can post when you can't.

Each week, check:

- ☐ My hours, address, and phone are right.
- ☐ I posted what's available this week.
- ☐ I replied to every comment and message.
- ☐ I posted about any change or closure.

Free from the Hudson Valley Almanac · hudsonvalleyalmanac.com · Devlin Foster
Practical advice, not a guarantee of results. Checked October 11, 2026.