



MAINE OPEN FARM DAY

Facebook Toolkit

Thank you for participating in Maine Open Farm Day. This toolkit is designed to help you promote your farm on Facebook with ready-to-use posts, images, and tips. Feel free to customize the content to fit your farm's story.

What's Inside

- ✓ Facebook best practices
- ✓ Ready-to-use post captions
- ✓ Suggested images & hashtags

Facebook Tips & Best Practices

Quick guidelines to maximize your Open Farm Day posts

Before You Post

- Use the image provided (or pair the post with a recent photo from your farm).
- Copy and paste the suggested caption, then personalize it if you'd like.
- Double-check your event details, including hours, activities and any special instructions.

Help More People Find Your Post

- Tag @GetRealMaine on Facebook when possible.
- Include the hashtag #MaineOpenFarmDay.
- Tag other participating farms or local businesses if they're mentioned in your post.

Timing Tips

- You don't need to post every day. Even one or two posts before the event can make a difference.

Engage With Your Audience

- Respond to comments and questions when you can.
- Answer common questions about parking, pets, accessibility, products available or activities.

Share Throughout the Month

- A behind-the-scenes look at your farm
- Animals, crops or products visitors will see
- Staff or family getting ready
- A reminder a few days before Open Farm Day
- A final reminder the morning of the event

Need more information?

Visit Maine.Gov/DACF/OpenFarmDay for host farm resources.

Visit RealMaine.com/OpenFarmDay/ for event details (map, important links, etc.) promoting the event to visitors.

Post Option 1

SuggestedCaption	Plan your Open Farm Day visit! We can't wait to welcome visitors to the farm for a fun, family-friendly day celebrating Maine farms and the people behind them.
Suggested Image	Open-Farm-Day-Potato
Event Website	https://realmaine.com/openfarmday/

Post Option 2

SuggestedCaption	From seed to harvest. Visit us on July 26 for Maine Open Farm Day and learn how fresh vegetables are grown right here on our farm.
Suggested Image	Open-Farm-Day-Carrots
Event Website	https://realmaine.com/openfarmday/

Post Option 3

SuggestedCaption	We're proud to be part of Maine Open Farm Day! Come explore the farm, meet the team and get a behind-the-scenes look at what we do every day.
Suggested Image	Open-Farm-Day-Garden
Event Website	https://realmaine.com/openfarmday/

Post Option 4

SuggestedCaption	Don't forget to visit us this weekend for Maine Open Farm Day! We're excited to give you a closer look at life on the farm.
Suggested Image	Open-Farm-Day-Tractor
Event Website	https://realmaine.com/openfarmday/