



EIGHT GREAT WAYS TO BE A CONNECTED INFLUENCER AND CONTRIBUTOR IN YOUR NEIGHBORHOOD FARM'S COMMUNITY FACEBOOK PAGE

1. **Have a list of resources readily available.** Often, neighbors will ask for recommendations such as contractors, roofers, landscapers, plumbers, handymen, etc. Being able to provide the names and information of trusted sources helps to make YOU a trusted source!
2. **Be in the know.** Actively research information that affects your farm area such as school and community events, local promotions, new restaurants or businesses – and share that information on a regular basis.
3. **Offer handy tips and ideas.** Create graphics using tools such as Canva – or just share tips that can help homeowners in your market. You might share fire, home, car, or bus safety tips, seasonal home maintenance ideas, neighborhood watch information, do-it-yourself tips, gardening strategies, storm or disaster planning, etc.
4. **Calendar fun.** On almost any given day of the year there is SOME crazy holiday to share. National Coffee Day, Pizza Day, Teacher's Day, Doctor's Day, etc. Have some fun and spread some good cheer in your community group.
5. **Fun facts.** EVERY area and community has history, stories to tell, and fun facts to share. Make it a point to have some of that research handy to contribute. When was the neighborhood first built? What builders were involved? What animals are native to the area? What trees work best in the soil there?
6. **Recipes.** There's a little FOODIE in most of us, right? Share some amazing recipes with community members, especially during those entertaining times of year!
7. **Humor and smiles.** Good clean humor and funnies are great to lift spirits and make people smile. Cartoons, motivational quotes, inspirational ideas – have fun with them!
8. **Real estate tips:** A good rule of thumb is for every TEN shares, responses, and contributions to the page that you make, you can add a real estate tool or tip such as a FREE NEIGHBORHOOD MARKET REPORT, or market trends, or open house.

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