



Online Tips

Facebook, SnapChat & Instagram

When using these media outlets there are different rules for each group you belong to. Try to remember these simple rules and you can quickly repost (Copy & Paste) without adjusting the ad for each group.

- **Do not say FOR SALE!** Many groups do not allow the sale of animals. Use words like looking for greener pastures, wanting to work, looking for a new farm.
- **Join as many local groups** that relate to cattle as possible. Make sure they do allow you to post your animals as an ad.
- **Include your location. City, State.** You can give exact locations in messenger.
- Make sure to **use an email and/or phone number** that you check daily. We live in a society that expects a quick response, even if it is I'm on the tractor -get back to you soon.
- **Post at least every other week.** Post more often if possible. A daily picture keeps people looking at your operation more often. You get more traction to your farm if you post daily.
- **GOOD PICTURES!** The very best thing you can do is take time to take a good picture. One good picture is better than 20 bad ones. People don't stop unless they like that first look, so stop their scrolling and show them a show stopper picture. It may be a field of your cattle or the contents that you feed with your animal, your facilities, equipment, etc..
- **Everyone likes a docile animal.** Take the time to set and hand feed once in a while, even better if you feel comfortable with the kids feeding them. So many farms have children on them and will be more likely to look at a docile animal. Our Tarentaise are very gentle, but still need some time building that trust.

If you are selling beef from the farm, great! There are a few things to keep in mind.

- You need to be **registered with the Department of Agriculture** for your state. This is simple and doesn't cost much. Our inspector just made sure the environment was clean and temperature controlled.
- You need to have the beef processed at a **processor that has a state inspector** on kill day, so your beef can be sold as inspected. There is a small fee at some locations, but this allows you the opportunity to sell to restaurants, farmer's markets and grocery stores.
- **DO NOT LIST ORGANS!** You can sell organs like liver, tongue, heart, kidneys, etc... and people looking for those items will seek you out. So put **other cuts available**. On social media like Facebook they will not only take it down, but put you in Facebook jail for a while for selling organs, don't bother trying to explain they are not human organs, any kind of organs are strictly prohibited.

If you can think of anything else helpful, please email it to imaginepictureperfect@yahoo.com