

# Grow Your Farm's Reach with Social Media

Ready to showcase your farm and promote the melon industry? This guide will help you create engaging videos, share your story, and get your melons trending!

## 1. Creating Social Media Videos

Create short, captivating videos (30 seconds to 2 minutes) to highlight your farm's story and expertise.

- **Plan It Out:** Focus on growing top-quality melons, harvesting, water-saving techniques, community engagement, or consumer tips. *Note: Melons Australia can assist with editing or enhancing your videos just reach out!*
- **Equipment:** Use your smartphone and film in natural light (early morning or late afternoon) for the best quality.
- **Filming Tips:** Capture authentic moments like checking melon ripeness, harvesting with equipment, or showcasing your farm and team.

### 1.1 Example 1-Minute Video Structure

- **0:00-0:05:** Intro (Gday, I'm Your Name from Your Farm in Location!)
- **0:05-0:30:** Show expertise (e.g., checking ripeness, harvesting, or drip irrigation).
- **0:30-0:50:** Action shot (e.g., cutting a melon or handing out samples at a market).

## 2. What to Share (Key Themes)

Highlight what makes your melons and farm unique with these content ideas:

- **Melon Quality:** Show how you ensure top-notch melons. *Film:* Close-ups of inspecting melons (tapping, checking skin, testing brix, or washing rockmelons and honeydews).
- **Harvesting:** Share tricks for picking perfect melons. *Film:* Cutting melons, handling them gently to avoid bruises, or checking the melon picker.
- **Sustainability:** Highlight eco-friendly practices. *Film:* Irrigation setups or bee-friendly fields.
- **Consumer Education:** Teach people how to pick and enjoy melons. *Film:* Picking, inspecting, preparing melons, or sharing favorite recipes.
- **Melon Team and Pickers:** Celebrate your team. *Film:* Team harvesting, training new pickers, or sharing a laugh in the field.

## 3. Using Hashtags

Hashtags help people discover your posts. Use 5–10 per post for maximum reach.

- **Melon-Specific:** #MelonGrowers #AussieMelons #MelonsAustralia
- **Themed:** #SustainableFarming #FarmToTable #MelonRecipes
- **General:** #FarmLife #FreshProduce #AustralianAgriculture
- **Tips:** Add hashtags in your caption or first comment. Create a unique hashtag for your farm (e.g., #YourFarmMelons).

## 4. Tag Us!

Tag **@melonsaustralia** in your posts or stories. We'll share your content to showcase your hard work and inspire other growers!

## 5. Why Share on Social Media?

- Show off your expertise and build pride in the melon industry.
- Connect with customers, other growers, and foodies.
- Boost demand for Aussie melons by sharing your story.