

Building Your Community Through Social Media

1. Community-Building Lens: The Why Behind the Post

Social media is a digital extension of your organizations—it should feel welcoming, personal, and purposeful.

Social media is your digital fairgrounds—build it with purpose.

It's not just about visibility; it's about responsibility. You're not marketing an event or organization—you're stewarding a community asset.

Three pillars of community-building through social media:

- Trust: Built through authenticity, gratitude, and consistency.
- Belonging: Fostered through shared stories, heritage, and traditions.
- Participation: Sparked by calls to action, polls, user-generated content, and youth engagement.

Reminder: Every post should be a doorway—not a billboard. A doorway to connection, legacy, joy, and shared purpose.

F-T-S-D concept :

"Before you post, ask yourself:

What do I want them to Feel?

What do I want them to Think?

What do I want them to Say?

What do I want them to Do?

That level of intentionality turns a random post into a strategic connection."

Move from announcements to conversations that build trust and relationships.

Example: Instead of 'The fair is July 16–19!', ask 'What's the first ride you run to when the gates open?'

2. Framing

Social media is not about algorithms—it's about alignment to values, people, and mission. Fair boards and Ag societies are not selling products; they are stewards of community pride

- The 80/20 rule: 80% should be about them, not you.
- **Think:** Share → Connect → Invite → Appreciate

SHIFTING THE MINDSET: FROM BROADCASTING TO BUILDING COMMUNITY

reframe your social strategy from announcements to relationships.

1st step - CREATE YOUR STORY - YOUR WHY- KEY MESSAGES- BRAND VOICE

Why are we a community asset?

HIGH-IMPACT CONTENT THAT BUILDS COMMUNITY

5 Content Types That Always Work:

1. Pictures of People - Show their faces
2. Behind-the-Scenes – “People love to feel like insiders.”
3. Volunteer, Business, vendor and partner Spotlights – “Recognition creates ripple effects.”
4. Community Memories – “Ask them to share a photo. They will.”
5. Interactive Posts – Polls, quizzes, “this or that,” Q&As.
6. Live Countdown / Sneak Peeks – Builds anticipation and urgency.

Use Canva for graphics. Shoot vertical video for Reels. Use captions always.

3. The Power of a Simple Weekly Calendar

Use this easy-to-follow model for consistent community engagement:

- Monday: Celebrate a Volunteer
- Tuesday: Highlight a Business Partner
- Wednesday: Celebrate the Past
- Thursday: Spotlight the Future
- Friday: Share Something Fun or Funny

Dont worry about being perfect worry about aligned with your mission, authentic in your voice and consistent in your content

4. Boost Team

What is a Boost Team?

A small, intentional group of insiders (board members, volunteers, or youth ambassadors) who immediately engage with every new social media post from your fair or Ag society to signal value to the platform’s algorithm.

Why it works:

Algorithms prioritize early engagement. When a post gets immediate comments, shares, and meaningful reactions, Facebook/Instagram sees it as relevant and boosts it organically. It triggers expanded reach without paid promotion. Think of it as digital word-of-mouth—but orchestrated with purpose.

Actions Boost Team Members Should Take:

1. Comment something thoughtful or tagging others.
2. Share the post to their personal page or in a community group.
3. React using something beyond just “like” (love, care, etc.).
4. Reply to comments on the post to keep engagement going.
5. Save the post (on Instagram).

Video is king Partner with local high school media classes.

Offer a \$250 scholarship for the best student-created promotional video.

Prompt ideas:

- Why is our fair/society a vital part of the community?
 - What would our town miss if it didn't exist?
- 'When youth help tell your story, it doesn't just reach people—it recruits them.

5. Making sense of the analytics

Demystify metrics and show how to use them to improve over time.

Key Metrics Simplified:

- Reach = How many people saw it
- Engagement = Did they like, comment, share, click?
- Shares & Saves = That's your gold standard.
- Comments = Trust-building.
- Link Clicks = Action.

Don't just track—learn. Ask:

- What posts get the most comments? Why?
- What time are your people active?
- Are you inspiring conversation or just information?

6. Wrap-Up

Social media is a digital extension of your fairgrounds—it should feel just as welcoming, personal, and purposeful.

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Reminder: Every post should be a doorway—not a billboard. A doorway to connection, legacy, joy, and shared purpose.

- Post with intentionality: what do you want your audience to Feel, Think, Say, and Do?
- Use the weekly rhythm to stay consistent and strategic.
- Build and use a boost team
- Empower local students through video storytelling and scholarships.
- Focus on trust, belonging, and participation—not just promotion.
- Measure what matters and refine your approach using insights.
- Connection is the goal. Every post is a chance to strengthen your community