

SARE Grant Feedback

SARE GRANT

Relationship Marketing in the Digital Age: Helping Farmers Grow Their Businesses Through Online Marketing

This quick survey will help MDFMA understand the impact of the Sare Grant that paid for Juliet Glass's work with you in 2018. It shouldn't take more than 10 minutes for you to complete and we appreciate your feedback.

Name

First

Last

Farm Name

Email

During peak market season, how often are you able to post to your social media accounts?

- 1 to 2 times a week
- 3 to 5 times a week
- Every day

If you do not post every week, why not? Is it a lack of time, lack of ideas, that you forget? Elaborate below.

Looking back on your work with Juliet as part of this SARE grant, please evaluate the following statements:

	Strongly Disagree	Disagree	Agree	Strongly Agree
I understand how to use social media for consistent messaging about my brand and mission across various platforms.	○ 1	○ 2	○ 3	○ 4
I have a better understanding of how to use Facebook and Instagram.	○ 1	○ 2	○ 3	○ 4
I am able to cross-post from Instagram to Facebook platforms.	○ 1	○ 2	○ 3	○ 4
I understand how to harness the power other social media accounts to amplify my posts.	○ 1	○ 2	○ 3	○ 4
I think that my increase social media use has improved brand awareness.	○ 1	○ 2	○ 3	○ 4
I think that my increased social media use has improve my sales.	○ 1	○ 2	○ 3	○ 4
Social media has helped me connect more with my shoppers.	○ 1	○ 2	○ 3	○ 4
A few times a week (or more) I look at my social media accounts and respond to followers' comments and questions.	○ 1	○ 2	○ 3	○ 4
In 2020, I plan to continue to use social media to promote my business.	○ 1	○ 2	○ 3	○ 4

Looking back on the work that you did with Juliet to improve your social media presence, can you name a few things that you found particularly helpful?

Likewise, looking back on the work you did with Juliet to improve your social media presence, what could have been improved?