



Pick Tennessee Products

Member Best Practices



What We're Covering Today

- 01 About Pick Tennessee Products
- 02 *Live like a local* Campaign
- 03 Partnering with Pick Tennessee Products
- 04 Tone, Logo, & Imagery
- 05 Social Media Strategies



Pick Tennessee Products is more than just a logo—it's an invitation to connect.

Created by the Tennessee Department of Agriculture, Pick Tennessee Products celebrates and supports the farmers, makers, and producers who shape the culture and economy of our state.

When you use the Pick Tennessee Products brand, you're joining a trusted network that helps consumers buy with confidence, support with pride, and *Live like a local*.



So ... what is the *Live like a local* campaign?

Live like a local is a brand identity.

It's a reminder that what we grow, raise, and make here matters. It's about pride in place, connection to one another, and seeing every Tennessee business as part of a larger story.

Investing in community is what matters most to Tennesseans. We see a vision where buying local is second nature.



Why should you partner with Pick Tennessee Products?

Partnering with Pick Tennessee Products and its message to *Live like a local* helps build credibility, expands your reach, and reinforces the message that local matters.

It helps customers recognize that you're part of something bigger.

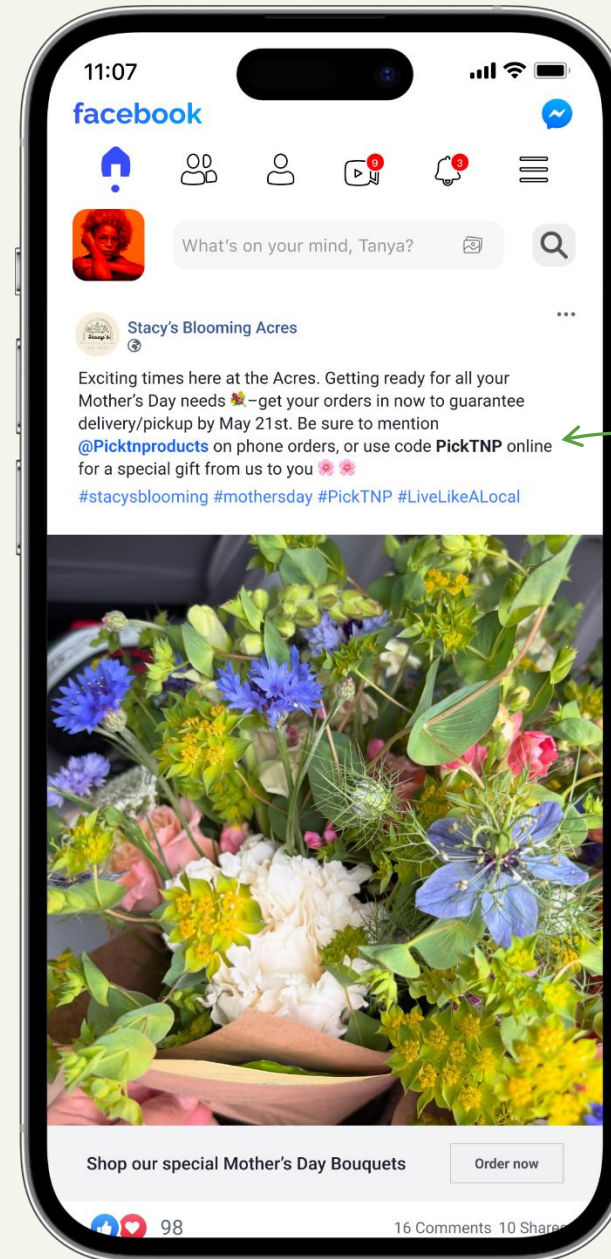


Partnership in practice

Think of Pick Tennessee Products as your megaphone—when you tag us, you help amplify your message across a larger statewide audience.

To be considered for a repost or collaboration:

- Tag @Picktnproducts in your post or story
- Use hashtags like #PickTennesseeProducts and #LiveLikeALocal to boost visibility
- Share quality content that aligns with our brand—natural light, inviting tone, and a clear sense of place



When you tag us, you're giving the Pick Tennessee Products team permission to consider your content for resharing. If it's a good fit, we may spotlight your work to help grow your reach.

Imagery

Bright. Fresh. Organic.

When you use the Pick Tennessee Products logo, tone of voice, and campaign themes in your marketing, you're not just promoting your business—you're aligning with a trusted network of local producers across the state.



What do we mean by tone of voice?

Friendly, but not folksy

- Use plain, welcoming language

"We grow it here. We make it here. We're proud to share it with you."

Clear and Inviting

- Show how to engage. Avoid jargon.

"Find fresh peaches near you and meet the farmer who grew them."

Grounded in community

- Focus on people, families, and place

"When you buy from us, you're supporting a neighbor."

Proud, not overly promotional

- Let the products and stories speak for themselves

"Without Pick Tennessee Products, I wouldn't have found the buyers who helped us grow."

Tone of voice continued ...

Neighborly.

Proud.

Down-to-earth.

Helpful.



Speak naturally and warmly,
like you're at a market booth

Share your roots and
why you do what you do

Use the Pick Tennessee
name and logo with pride

Invite customers to
connect, not just shop

*"This jam starts with berries grown
right here in Giles County. Proud to be
part of the Pick Tennessee family."*

Social media best practices:

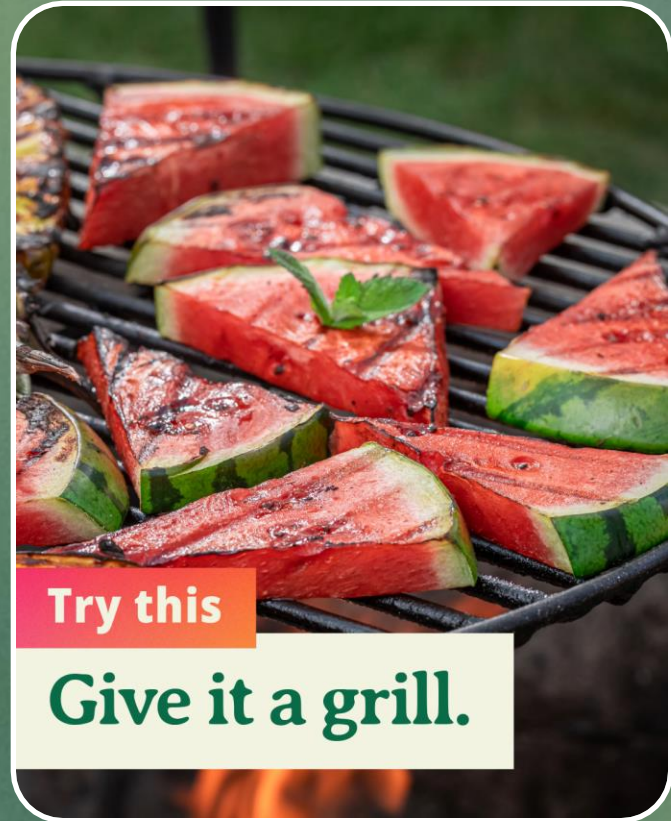
Posting to Instagram and Facebook



August

What's
in season?

WATERMELON!



Craft a captivating caption

Surprise your audience with something unexpected.

Promise a benefit.

Ask a question to boost engagement.

Include a clear Call to Action (CTA).



Live like a local.

Living like a local means slowing down and looking around.

Maybe you're planning a bachelorette weekend in Nashville. Why not swap the bar crawl for a vineyard picnic, flower picking, or a trip to the market where a member can help build a custom charcuterie box?

Using emojis

Examples of emojis in context:

🐝 for beekeeping updates

🛒 to signal a market-ready basket

🌸 for flower CSAs

🍇 for vineyard tours

🏠 to signal whiskey flights

👍 / 🗣️ for informal polls in the comments

✅ Be sure you understand the meaning of an emoji before posting!



Exciting times here at the Acres. Getting ready for all your Mother's Day needs 🌸 – get your orders in now to guarantee delivery/pickup by May 21st.

Be sure to mention [@Picktnproducts](#) on phone orders for a special gift from us to you



Mentions and tags

Examples of mentions in context:

"Thanks [@theforagecollective](#) for including our goat milk soap in your gift boxes this week!"

"We're thrilled to be back at [@franklinfarmersmarket](#) every Saturday this season!"



Exciting times here at the Acres. Getting ready for all your Mother's Day needs 🌸 – get your orders in now to guarantee delivery/pickup by May 21st.

Be sure to mention [@Picktnproducts](#) on phone orders for a special gift from us to you 🌸 🌸

Hashtags

Best practices:

1. Use 3–6 hashtags per post to avoid looking spammy
2. Place them at the end of your caption or in a comment
3. Think like your customer: what would they search?
4. Check your hashtag spelling
(a typo means it won't work!)

Campaign or Brand Event **#LiveLikeALocal**

Product or Service **#goatmilksoap #kettlecorn**

Niche **#weddingphotographer**

Industry, Group, or Community **#foodiesofinstagram**

Event, Holiday, or Season **#nationaldairymonth**

Location **#Nashville #LocalTennessee**

Daily **#SundayFunday #ThrowbackThursday**

Acronym **#TGIF**

Social Responsibility **#sustainability**

Tips for Instagram

Understand the features within Instagram and additional tips for this platform



Tips for Instagram

Stories, Reels, and Highlights – oh my!

Emphasis on the visuals

Be welcoming and show your personality

Cross-post your Instagram content to Facebook!



August 22-23

Farmers Markets

@franklinfarmersmarket

Saturday

@farmersonfirst

Sunday

@nashvillefarmersmarket

Everyday



Carousel Posts

Good for: day-to-day updates and interacting with your audience

Share relevant updates and thoughts with your followers. Stories will appear at the top of their feeds.

When to Use:

- Behind-the-scenes of an event or activity
- Re-sharing posts and Reels
- Q&A and Polls to gather feedback from followers
- Promote upcoming events or Lives



Stories

Good for: day-to-day updates and interacting with your audience

Share relevant updates and thoughts with your followers. Stories will appear at the top of their feeds.

When to use:

- Behind-the-scenes of an event or activity
- Re-sharing posts and Reels
- Q&A and Polls to gather feedback from followers
- Promote upcoming events or Lives



Highlights

*Good for: finding key information upfront;
categorization; spotlights*

Save Stories to live on your profile permanently

When to Use:

- Eat Local
- CSA Info
- Market Schedules
- FAQs

After posting to Stories, tap on "More" in the bottom right corner. Select "Highlight" and then create a new Highlight or choose which existing Highlight to save that story under.



Reels

*Good for: fun and eye-catching content;
increasing reach and brand awareness*

Short-form videos ranging from 15 seconds to 3 minutes

When to Use:

- Recipes
- Tutorials
- Story Times
- Lists or Quick Tips
- Product Demos



Live

Good for: building community; fundraising

A live video invites your audience to interact with you in real-time through comments, reactions, or even donations. Instagram Live broadcasts can last up to four hours.

When to Use:

- Event Coverage
- Cooking Demo
- Q&A



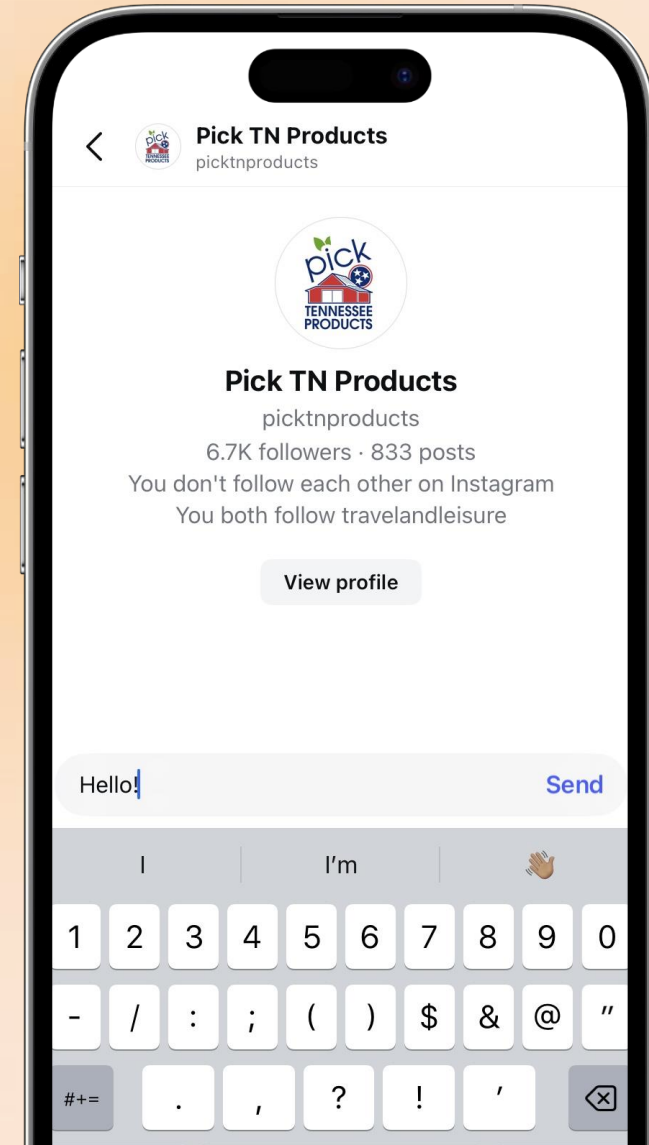
Messaging

Good for: communication

Send and receive Direct Messages (DMs) individually or with a group of multiple users. Use broadcast channels to communicate updates to a larger audience

When to Use:

- Share a post or Reel
- Network or collaborate with other business partners
- Answer questions from customers
- Communicate a one-to-many update (broadcast)
- See if you've been tagged in a post from another account



Tips for Facebook

Understand the features within Facebook and additional tips for this platform

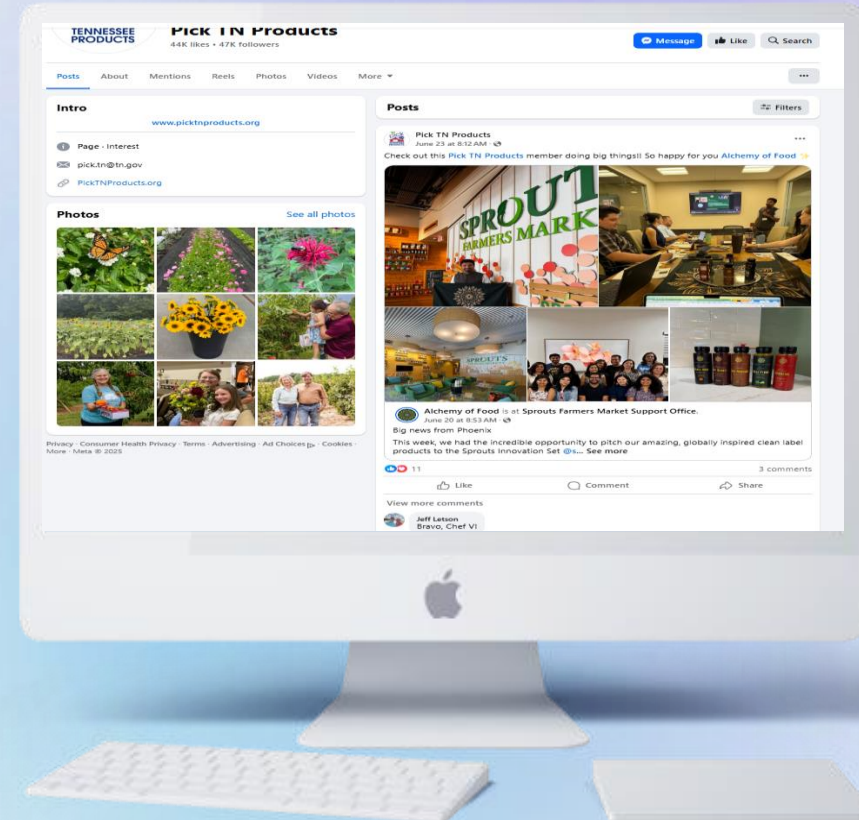


Tips for Facebook

Facebook has a diverse user base across ages, regions, and other demographics

Build trust and recognition with timely, clear, and inviting posts

Keep up with high quality photos and videos



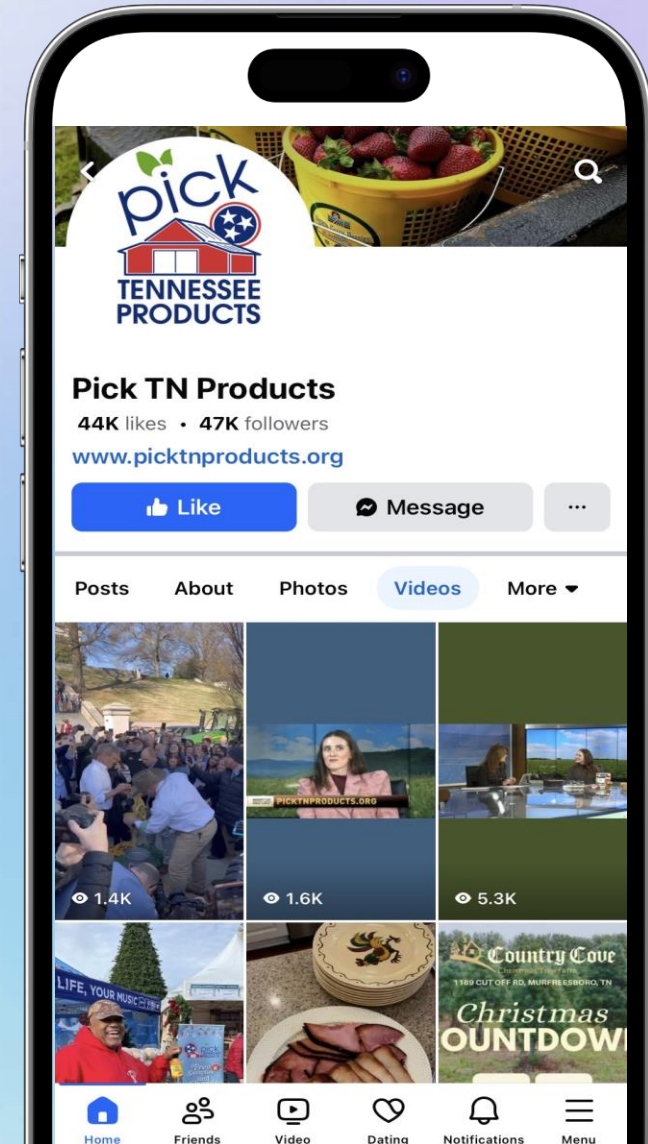
Posts

Good for: storytelling, showcasing a business or product

A Facebook post can feature photos or videos (up to 30). Create and share an album of 30+ photos or videos.

When to Use:

- Promotional Posts
- Recipes
- News or updates
- Event recaps



Reels

Good for: informative and eye-catching content; increasing reach and brand awareness

Videos ranging from 40 seconds to 20 minutes.

When to Use:

- Recipes
- Tutorials
- Story Times
- Lists or Quick Tips
- Product Demos



Live

Good for: building community; fundraising

Select an audience for a live video, whether to the Public, with Friends, or within a Group or Page. Facebook Live broadcasts can last up to eight hours.

When to Use:

- Event Coverage
- Cooking Demo
- Q&A



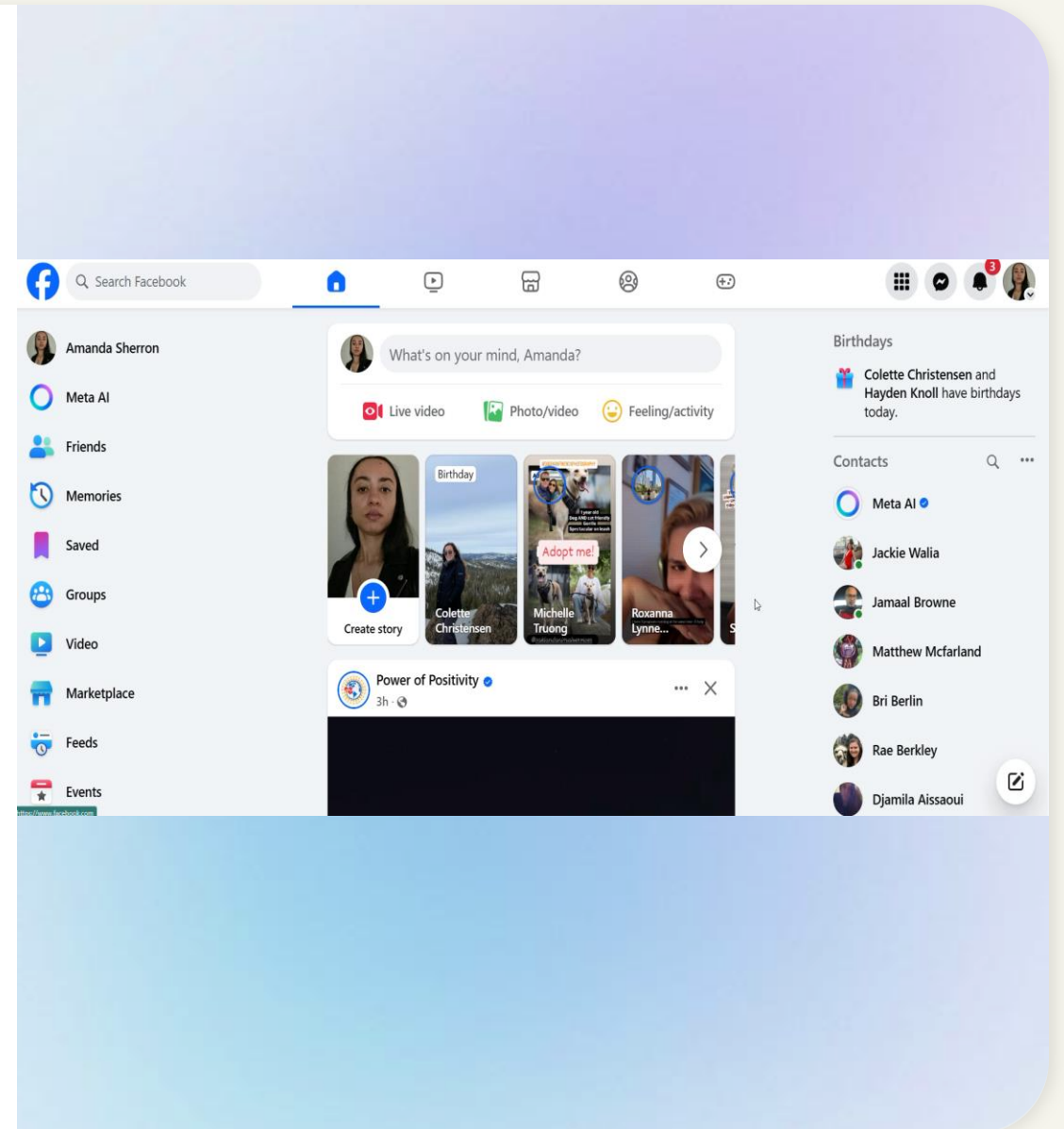
Stories

Good for: day-to-day updates and interacting with your audience

Share relevant updates and thoughts with your followers. Create with photos, video, text, and music, or share a Story from Instagram to Facebook.

When to Use:

- Behind-the-scenes of an event or activity
- Re-sharing posts and Reels
- Q&A and Polls to gather feedback from followers
- Promote upcoming events or Lives



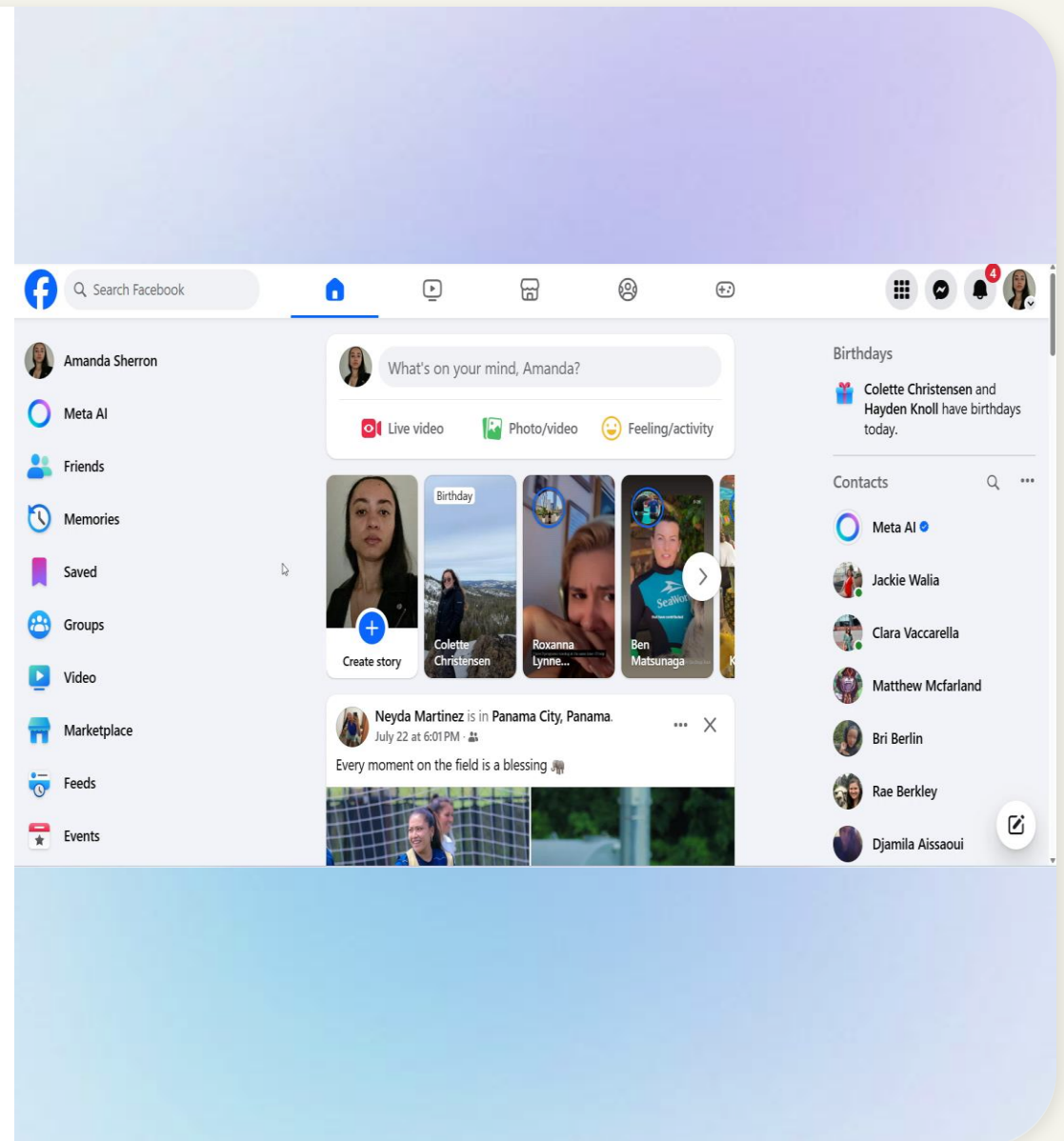
Groups

Good for: expanding your reach and publicity outside of your current following

Facebook Groups are interest-based online communities.

When to Use:

- Seeking support and advice
- Fostering connections with others sharing common interests
- Promoting your product or service



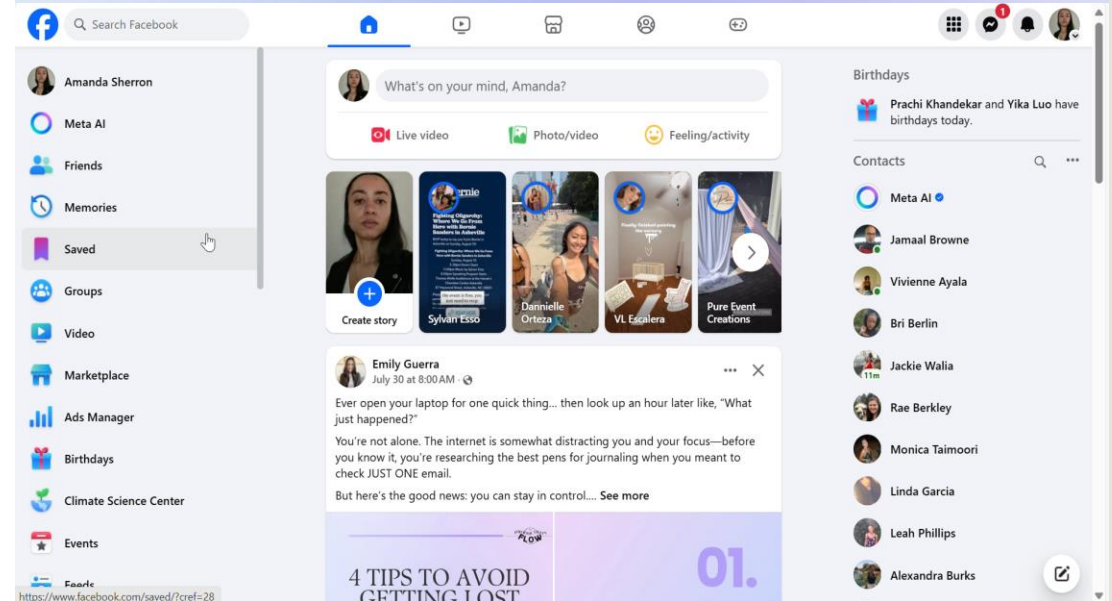
Pages

Good for: providing an information hub for a specific person or organization

Facebook Pages allow businesses, brands, organizations, and public figures to share updates

When to Use:

- A bulletin board of news or events
- Promoting your product or service



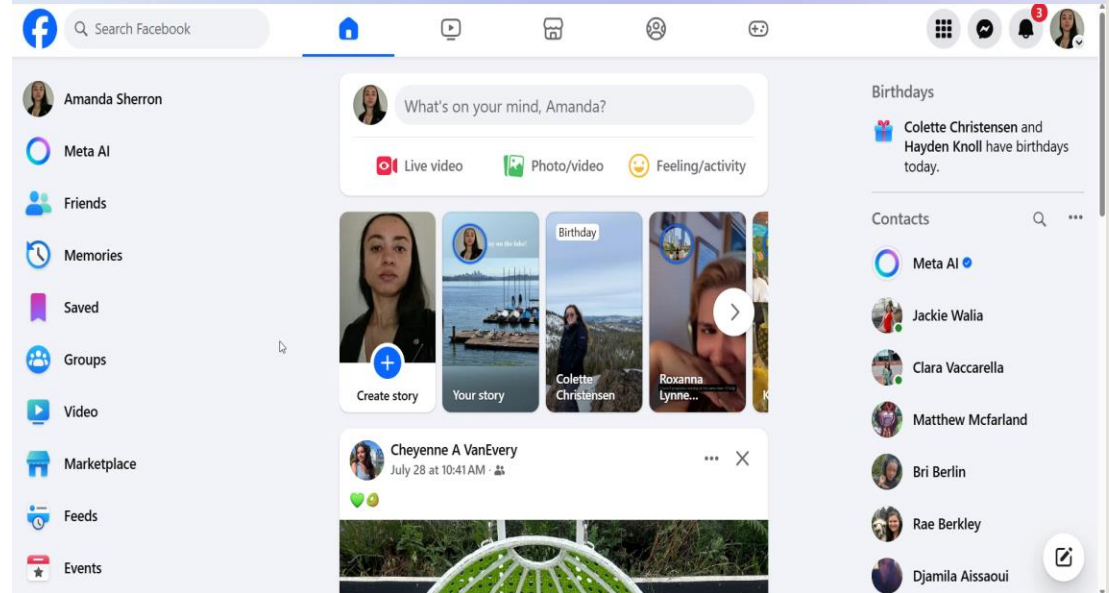
Events

Good for: spreading awareness and gauging a headcount of attendees

Find events in your area or happening virtually. Promote upcoming events to your audience with the description, logistics, links and any other relevant details. After sharing your event, anyone who clicks "interested" will receive future updates about the event.

When to Use:

- In-person events
- Virtual events
- Provide updates or messages to your guest list



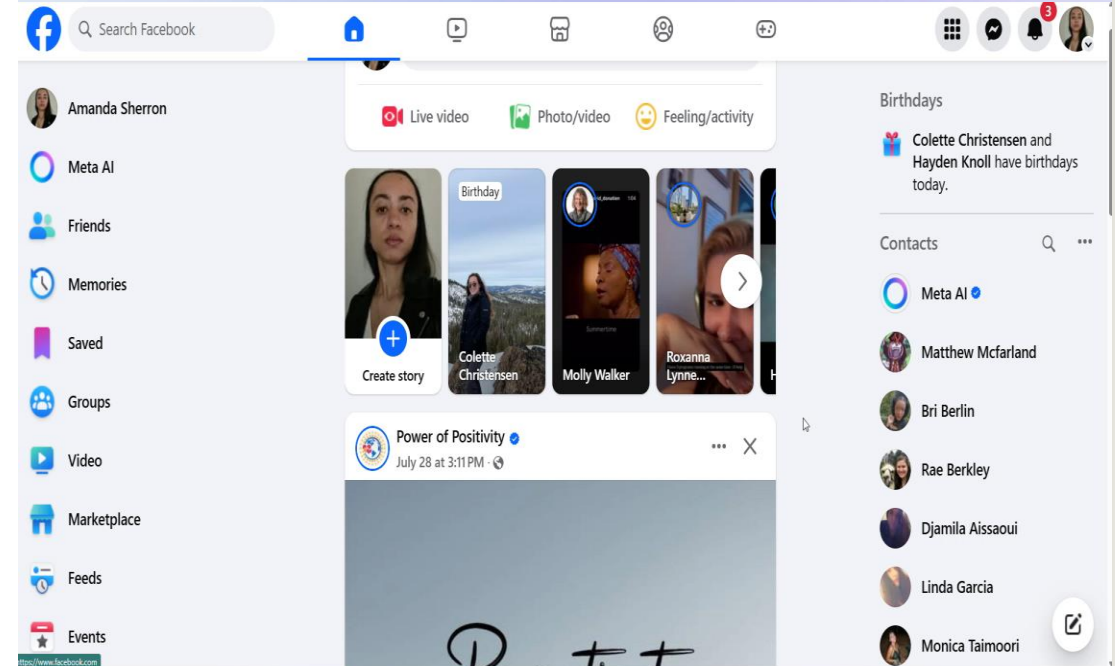
Facebook Marketplace

Good for: buying or selling goods with Facebook users in your local community (shipping or physical drop-off/pickup are possible)

Create or search listings based on categories, including apparel, hobbies, home goods, and garden, and outdoor. Reach out to the seller via Messenger to facilitate a sale.

When to Use:

- Browsing available inventory
- Purchasing secondhand goods
- Selling goods you no longer need



Thank you!

