

SOCIAL MEDIA BEST PRACTICES FOR SMALL SEAFOOD BUSINESSES

A SIMPLE 3-STEP GUIDE TO REACHING YOUR IDEAL CUSTOMERS AND GROWING SALES.

1 Make it personable

Tell your story! Share why you are passionate about what you do. Include pictures of your family, employees, boat on the water, coastline, water farm, beautiful photos of seafood dishes (cooked seafood) and simple easy recipes.

Visit the Instagram pages linked under the photos for good examples.



Photo from [@aragostamama](#)



Photo from [@atlanticseafarms](#) & Maine Aquaculture Association



Photo from [@alaskaseafood](#)

2 Add emotional and friendly appeal

Do add emotional messaging such as “Thank you for thinking of us and buying from us.” “Every purchase helps.” “Every purchase is a lifeline.” “Thank you for supporting our fishing family.” This will help you to connect more with your customer.

3 Think about the consumers' needs

People want content that's relevant to what they are going through. This could be parents needing to cook something quick and nutritious, quarantined people who need a mental escape, and people who want to help the community in some way if they can.



Photo from [@inahalfshellblog](#)



Learn more about the campaign at
EATSEAFOODAMERICA.COM

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Have more questions? Reach out any time to andrea@seafoodnutrition.org.