

## **Farmer Instructions for the Visit NJ Farms Website**

If at any time you have any questions or problems with any of the instructions included, or are in need of assistance, please contact Lucas Marxen at the New Jersey Agricultural Experiment Station by email at [admin@visitnjfarms.org](mailto:admin@visitnjfarms.org) or by phone at (848) 932-4543. If you are unable to access the internet to update your farm information on the website, please contact Lucas to make arrangements so you can provide him with the information needed and he can update your farm information on the website.

### **Step 1) – Register your farm on Visit NJ Farms**

- Go to the Visit NJ Farms website at [www.visitnjfarms.org](http://www.visitnjfarms.org)
- In the “Farmer Login” section on the top right of the page, click the “Register” button. This will take you to the Farm Registration page.
- Please provide a username and password for your account. Please note that passwords must contain at least 8 characters and are case sensitive. You may use numbers and/or symbols in your password.
- Provide a contact name, email, and telephone number. This information will not be put on the public site and will only be used by the website administration in order to contact you about your account or provide you with information about changes to the website. Please note that the email address you provide here will be used if you need to recover your username and password.
- Enter your farm information (farm address, farm email, farm telephone, farm website and primary farm type). This information will be what the public sees and uses to contact your farm if they have any questions. The Primary Farm Type is used to provide a customized map icon for your farm based on the primary type of agritourism you provide on your farm (you can still add activities from other categories when you log into your account).
- You will notice once you enter your farm’s street address, city and zipcode, the map on the right will automatically zoom into the approximate location of your farm. Please make sure the location provided on the map is the entrance to your farm as this pointer is used to generate driving directions for visitors to your farm. You can use the zoom buttons and the satellite button to more easily find the location of your farm entrance on the map. Please either click and drag the pointer to this location or simply click on the location to move the pointer there.
- When you are finished entering all your information and have selected your farm location on the map, click the “Submit” button to submit your registration.
- Once you have submitted your registration, you can login to your account using the username and password you provided and begin entering information about your farm following the steps below. Please note, your farm will not appear on the public website until an administrator has reviewed and activated your account. This process generally takes approximately 3 business days. If after 5 business days, your farm is still not on the public site, please contact an administrator at [admin@visitnjfarms.org](mailto:admin@visitnjfarms.org).

### **Step 2) – Logging into Visit NJ Farms**

- Go to the Visit NJ Farms website at [www.visitnjfarms.org](http://www.visitnjfarms.org)
- In the “Farmer Login” section on the top right of the page, enter your username and password to and click “Login”. This will bring you to your farm account page. Once logged in, you will see a menu at the top of the page with the different sections of your account that you can

change (covered in upcoming steps). Also, you can log out of your account by clicking the “Logout” button at the top right corner of the page.

- If you have forgotten your username or password, please click the “Forgot Username/Password?” link below the “Login” button. You will be prompted to enter the contact email address you provided for your account and you will receive an email with your username and instructions for resetting your password. If you are unable to recover your username and password for any reason, please contact Lucas Marxen at [admin@visitnjfarms.org](mailto:admin@visitnjfarms.org)

### **Step 3) – Updating Farm Info**

Once you have logged into your account, you will be taken to your Farm Info page. This is where you can update the general information about your farm. Please note, you need to click the “Save Changes” button at the bottom of the screen in order for any changes you made to take effect.

- In the first field called “Username” you may change your username to something you can easily remember if you do not wish to use the username created for you.
- You may click the “Change Password” button to change your password to something you can easily remember. Please note, passwords must be at least 8 characters long.
- You may change the farm name, address, telephone and/or fax numbers, and farm email address information as necessary. This information will be displayed on the public website, so please use contact information that you want visitors to use.
- You may check your farm location by clicking the “View/Edit Map Location” button. This will open up a new window where it will show your current farm location on an interactive map. This location will be used to provide driving directions to users, so it is important that it is accurately located at the entrance to your farm. You may either click and drag the icon on the map to a new location, or simply click on a new location to move the pointer. You may zoom in and turn satellite imagery on/off in order to make sure the pointer is at the correct location. When you are finished, either click the “Save New Map Location” to save any changes you have made, or click the “Discard Changes to Map Location” to undo any changes and return to the Farm Info page.
- You may change your Primary Farm Type. This will only affect the icon used to show your farm on the Find Farms map so that users can more easily find certain types of operations.
- Enter a Farm Description for your operation. Please enter a short description of your farm for visitors to the website. Feel free to include a short history of your farm and any information that may help visitors understand the type of farm you operate such as the number of acres and type of farm (i.e. – orchard, nursery, vegetable farm, poultry farm, etc.). **IMPORTANT: IF YOU DO NOT ADD A FARM DESCRIPTION, YOUR FARM WILL NOT APPEAR ON THE PUBLIC WEBSITE.**
- Enter the hours of operation for your farm. Please be detailed and include months of operation, days of the week the farm is open and the hours. Please also include any special hours or arrangements necessary for any particular activities on your farm operation (i.e. – school tours are only offered Wednesday through Friday during the months of April)
- Click “Save Changes” when done making changes on this page.

### **Step 4) – Activities/Products/Services**

This page of your account is where you can identify what activities, products and services you provide on your farm.

- Update the activities and products offered on your farm. Click on each category tab to view the possible options you can select. Please check each box for any items offered on your farm. If

there is a specific product or activity not listed that your farm offers, please enter keywords for those items (i.e. – turkeys, raspberries, homemade pies, etc.) in the “Other” field within the appropriate category.

- Click “Save Changes” when done making changes on this page.

### **Step 5) – Special Events**

This page of your account allows you to add or edit special events that may be occurring on your farm. Events will automatically be taken down from the public website at midnight on the end date that you specify for the event. Past events will continue to appear on this page so that you can edit them if they are recurring events rather than having to reenter the information.

- To add a new event, click the “Add New Event” button. To edit an existing event, click on the event title in the table. When adding or editing an event, the Event Details window will open. Here you can enter the event name, the start and end date of the event, the event time, and a brief description of the event. You may also upload a flyer for the event (PDF or Word Documents [.doc or .docx] only) or an image that you would like displayed with the event (no bigger than 5MB in size).
- When you are finished entering the information for the event, click the “Save Changes” button.
- If you wish to delete an event, click the “Delete” button next to the event in the table.

### **Step 6) – Website/Social Media**

This page allows you to provide links to other external sites and social media outlets that you may use to interact with your customers and visitors.

- You can enter your farms website if you have one.
- You can enter your farm’s Facebook page by entering the web address that appears when viewing your Facebook page (e.g. – <https://www.facebook.com/my.farm>)
- You can enter your farm’s Google+ page by entering the web address that appears when viewing your Google+ page (e.g. – <https://plus.google.com/+yourfarm>)
- You can enter your farm’s Twitter feed by entering the twitter handle for your account (e.g. - @yourfarm)
- Click “Save Changes” when done making changes on this page.

### **Step 7) – Pictures/Video**

This page allows you to upload photos of your farm or link to videos of your farm that are on video hosting sites such as YouTube or Vimeo. This feature is only available for New Jersey Farm Direct Marketing Association members, so if you would like to have access to this feature, please visit <http://www.njfarmmarkets.org> and join. Once your application is processed (approximately 3 business days), an administrator will enable your access to this page.

- You are allowed to upload up to 5 photos of your farm (each image no larger than 5MB in size). To upload an image, click on the “Browse...” button under one of the photo slots and navigate to the file you wish to upload.
- You can change the order that the pictures will appear when viewing your farm information by clicking the green left and right arrows to move the pictures. Please note that the first picture is what will be used as your farm’s primary picture when displaying your farm on the public website.
- You are allowed to add links to 5 videos of your farm. To add a video link, please enter the web address for the video in the boxes provided. For Youtube: Click on the "Share" tab below the video and copy and paste the link shown under "Share this video" above. For Vimeo: Click on the "Share" Button in the top right of the video and copy and paste the "Link" into the box

above. To test the link and make sure the video is working, click the View Video button next to the video.

- Click “Save Changes” when done making changes on this page.

### **Step 8) – Contact Info**

This page is where you provide your personal contact information for receiving communications from the Visit NJ Farms administrator. This information will not be shown on the public pages and will only be used to contact you regarding problems with your account, or information regarding changes/additions to the site. Please note that the email entered for the primary contact is the email address you must enter when trying to retrieve a forgotten username or password.

- Enter a name, email and telephone number for the primary contact for this farm account. If you are a newly registered farm, this information was provided by you when you registered.
- You can enter an additional contact if there is another person that you would like to receive updates and information about changes/additions to the website (e.g. – a farm manager).
- Click “Save Changes” when done making changes on this page.

### **Step 9) – Update often!**

You can add and update information about your farm as frequently as you like! The more complete and comprehensive your farm information is, the more attractive it will be to potential customers. By keeping your information up to date, you ensure that customers will not be disappointed when they visit your farm.

### **Step 10) – Provide us with feedback**

We will be making improvements to the website over time, so please provide us with your feedback and any recommendations you may have for making the website more useful to you and your customers. We will try to incorporate suggested improvements in future iterations when possible. You can provide feedback to [admin@visitnjfarms.org](mailto:admin@visitnjfarms.org).