



## 1 Sign up / Login

Go to the website. When you go to the first page, it should say “American Farm Trail Location Login.”

- Select from the following options:
  1. “Create an account if you do not already have an account.” Click this option if you have not been to the website or created an account before.
  2. You will also see a box in which to type your username or email address. Once you do so, another box will come up and ask for your password.
  3. “Forgot password?” Click this option if you have created an account before but do not remember your password.

## 2 Explore The Site

If you have not been on the AFT Partner — Producer website before, click “Check out this example!” to review a sample AFT listing.

- Be sure to click through each tab to make note of each item that is provided:
  1. Name of attraction, Photo(s), Description/Summary, Experiences, History, and Resources
- Click on “Dashboard” to return to the previous page.

## 3 List Your Attraction

Ready to list your attraction? Click “Create Your Attraction”

- **Attraction Name.** Enter your farm, operation, or location name. If you don’t currently use a formal name, you might just give your farm or operation a simple, but welcoming, name (i.e., Smith Family Dairy, Rockin’ G Ranch).
- **Attraction Category.** Use the dropdown box to select up to five categories that best represent your operation and what visitors can expect when visiting.
- **Photos.** Uploading photos of your attraction allows visitors to preview their experience. Photos should showcase facilities, staff, special events, or other features of your operation you want to highlight! Click here for tips on selecting great photos.

To upload your photos go to the section labeled “Photo(s).”

1. Next, click “Choose files.”

2. Browse your computer files to select which photo(s) you would like to include. Select one photo at a time or select multiple photos at once by pressing “Command” or “Control” on your computer’s keyboard as you select your photos with your mouse. Photos should not exceed 200 x 200 pixels and should be 2MB or smaller.
3. Click “Upload.” Your photos will be listed next to the “Photo(s)” section on the webpage.

## **4 Attraction and Experiences**

Grab the attention of potential customers and guests with a short description (200 words or less) about your operation. Consider highlighting some of the following items:

1. What do you do or you sell?
  2. What activities do you have for guests?
  3. Why should people come to your location?
  4. What makes you unique?
  5. What are your operation seasons/hours?
- TIP: Sharing about your attractions through storytelling actively engages your audience and allows them to image themselves visiting your location! Check out this short [video](#) for tips on writing dynamic content about your operation.

## **5 Attraction History**

Tell visitors about the history of your farm, operation, or location. Consider sharing the following:

1. How and when did you start?
  2. How did the name come about?
  3. What are some of the goals you have for your operation?
- Consider including or expanding on the story you wrote in the Experiences section.

## **6 Attraction Location**

Denote your farm or operation location based on your coordinates.

- Click the word “here” in the title to open Google Maps.
- Left click and hold the click on your exact location on the map.
- At the bottom center of your screen, look for the city you’re near, along with your coordinates in the following format: (39.93655552135767, -102.63463114602773).
- Input the coordinates exactly as written on Google Maps into the coordinates box on the AFT webpage.

## 7 Attraction Activities

The following activities were automatically added based on the categories you selected under the “Create your Attraction” section.

## 8 Email

Simply type your preferred email address into the “Email” box.

- Be sure this is an email that is regularly checked and maintained, as this will be your main form of contact with visitors.

## 9 Website

Include a link to your website in case potential guests want to look up more information before visiting your farm.

## 10 Complete Your Listing

Click “Save as Draft” or “Create Attraction.”

- Saving as a Draft will allow you to save your work and return to it later.
- You can log out and log back in and open your draft by clicking the “+” or plus button next to your draft and clicking “Edit” at the bottom of the section.

## 11 Final Step

When you’re ready, click “Create Attraction” or “Update Attraction” at the bottom left of your screen.

## 12 Edit or Remove Attractions

- Make changes to your listing at any time by going to your draft and clicking the “+” or plus button and then clicking “Delete” at the bottom of the section.

## 13 Update Attraction

- After you launch your attraction, if you need to update your attraction’s listing, open your draft by clicking the “+” or plus button next to your draft and clicking “Edit” at the bottom of the section.

Questions? Contact [educationspecialist@fb.org](mailto:educationspecialist@fb.org)

