We are so glad you are drafting social media posts for us! This document is a short and sweet guide of what to post. If you want to write and publish social media posts for Food Hero, we ask you first send us a draft for us to approve before it goes live. Email [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu) for approval.

Remember although we do post about all food groups the ultimate goal of Food Hero is help lower obesity through the increased consumption of fruits and veggies (FV) in all forms.

When posting, always put yourself in the shoes of our target moms who shop and cook on a budget to meet the needs of each family member. Overall our moms do prepare food at home most days, specifically dinners. Breakfasts and lunches for kiddos are sometimes eaten at school through the USDA free and reduced school lunch program. Our moms have a lot of different tastes and health issues to navigate when they are cooking/food planning/shopping and they love recipes that allow them to swap in and out different ingredients for those different tastes/needs. And when moms find recipes they really like they add them to their “go-to” recipe list which is an ultimate goal of Food Hero – to have some of our recipes in their “go-to” rotation. Also, moms of course really love their kiddos and want to involve them and be with them so remember that and think about crafting posts that keep their kids in mind (food tastes and helping in the kitchen).

We have 4 companion documents to this one…..1) holidays, 2) “template” for writing posts 3) posting plan/instructions 4) How to Create Infographics and Social Media Images (in Shared Drive). We will always keep the most up to date documents in the community kit: <http://foodhero.org/community-toolkit>. Also [MyPLate 10 Tips](https://www.choosemyplate.gov/myplate-tip-sheets) series is great for inspiration!

1. **Featured Food:** Our featured foods calendar is here: <http://foodhero.org/featured-foods>.
2. **Recipes:** Post recipes with that months featured food as an ingredient. Or post recipes that you can substitute this ingredient in the recipe for. TIPS:
   1. **Meal Plan:** Moms often need to plan ahead what to cook. They often grocery shop on the weekends, so post a meal prep comment on Thursday or Friday, or Saturday morning. Talk about “pantry foods” sometimes.
   2. **Kid Approved (KA):** Feature our KA recipes from time to time or if you happen to pick a KA recipe to feature mention that. Also from time to time add into a post what KA means. Here are the KA recipes and a short definition of them: <http://foodhero.org/recipes/recipe-categories/kid-approved>.
   3. **All Forms FV:** Moms tell us they do not love canned fruit and vegetables. But canned FV are healthy and a great option for all families including lower income ones. Talk up that a recipe has canned in it and they may have that in their pantry! Such as beans or tomatoes. We also support frozen FV. Talk up recipes that frozen FV would taste good in, like smoothies!
   4. **Think Kids!:** Most Moms like to involve their kids in the kitchen for a number of reasons: teaching them to cook, keeping them busy/helpful so moms can get dinner ready, and for great bonding time. Add these kinds of messages/sentiment to recipe posts when you can. Also, you can add in a Kids Can tips for a specific recipe using the tips in the Food Hero Monthly.
   5. **FH Core Recipe Criteria:** Many moms do have to struggle to feed a family with lower food budgets, and in a limited time with all they juggle. Talk up FH key attributes, such as that our recipes have fewer ingredients, less prep time, low cost, recipe notes, prep the night before and is still healthy. And we taste test them, including with kids. And a number of our recipes have pre-cooked [rice](http://foodhero.org/recipes/recipe-categories/rice-cooked) or [chicken](http://foodhero.org/recipes/recipe-categories/chicken-pre-cooked) in them! Don’t forget you can link to recipe categories too!
3. **Coloring sheets:** each month mention these are available and in Spanish too. Many young kids enjoy coloring and coloring is also popular with adults too! We can't assume that our audience has a printer however, but they may be able to print them out at their library or friends/family home.
4. **Food Hero Monthly announcement:** on the first day of the month post this!
5. **Kid Jokes**: you find online which you can imagine a mom telling her child.
6. **Cooking Tips:** from Food Hero Monthly or something you find online.
7. **Food Hero Monthly snippets:** cut and use text from any section of the monthly.
8. **Food Facts:** from an online source, or more so from our Oregon Harvest posters! <http://foodhero.org/oregon-harvest>. A great photo to feature with this kind of post would be our handstamp for that featured food in the same previous link or the poster itself!
9. **Videos:** don’t forget we have a number of Food Hero videos!! When they match a featured food for that month go ahead and post one or more of them! <http://foodhero.org/category/media-item-categories/videos>.
10. **Cooking for a Crowd:** Promote our Food Hero Quantity Recipes!! We have 73 quantity recipes and each one comes in 4 yields! Here is the full list: <http://foodhero.org/recipes/recipe-categories/cooking-crowd>. For example, talk about if readers have big families, what to take to school events, BBQs, family/community functions. Also, try to be clear on what type of crowd you are talking about. For example, going from 6 cups to 96 servings!
11. **National Holidays:** On our Google Document *Social Media Year National Holidays* look for days to post about for the month you are working on.
    1. What to post: Food related posts are a hit, some fitness, and sometimes other subjects that relate to food.
    2. Timing: Make sure to think about if what you are posting can be done that day or if you should talk about that holiday on the previous Saturday so participants have time to prep for it (such as plan and grocery shop for a recipe).
12. **Gardening Tasks:** If the featured food of the month is related to gardening, include gardening tasks/tips on what you can do to prepare, plant or harvest during that month. An example post would be Dec. 2021 with it’s featured food being cabbage. “Do you live on the coast of Oregon or know someone who does? Share this tip: You can start cabbage seeds indoors this month (or anytime through mid-March) to plant outside in the ground or a container 6 weeks later!”

\*If the featured food of the month is not related to gardening, you can include tasks/tips for other foods by looking at the gardening calendar.

Resources that will help create these posts include:

* 1. Food Hero’s Featured Foods Calendar <https://foodhero.org/featured-foods-calendar>
  2. Food Hero’s garden tip sheets that include an Oregon specific gardening calendar. <https://www.foodhero.org/garden-tip-sheets>
  3. Food Hero’s garden flip cards <https://www.foodhero.org/growseeds>
  4. Page 7 of OSU Extension Service “Growing Your Own” catalog that includes dates for planting vegetables in Oregon. <https://catalog.extension.oregonstate.edu/sites/catalog/files/project/pdf/em9027.pdf>

1. **Hashtags:**
   1. What to use: simple, quick words. Example: #healthydinner #oranges #20minuteprep #breakfast
   2. Doing hashtags of what is inside of the recipe, or name of recipe may increase outside viewers.
2. **Photos:** Put a lot of thought into what photos you use!! Our moms love photos! If you need photos, we have lots to choose from! Request photos from [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu).
3. **Infographics:** Each month we create 1 infographic for our featured food with excerts from the Food Hero Monthly. See “How to Create Infographics and Social Media Images” doc for more info.
4. **New Ideas!!** We are always looking for new ideas so let us know yours!

\*Additional notes for creating social media posts:

1. **Links:**
   1. Always have a Food Hero link for your post that takes the reader back to the Food Hero website. Please do not add links to other websites and do not make a post without a link.
   2. When linking a recipe to a recipe post, make sure to use the link that has the recipe name in it. For example, use <https://www.foodhero.org/recipes/any-berry-sauce> instead of a recipe link that looks like this, <https://www.foodhero.org/node/208>. If the recipe link does not have the name, please email [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu).
   3. For coloring sheets: make sure it links to the color online version since that also has a link to the printable version of the coloring page. <https://foodhero.org/coloring-page/8881>.

You can even mention in your post that there are two options. Example, “Download the Tortillas coloring sheet on our website or color online!”.

* 1. When creating a post that is going to link to a Food Hero Monthly, please link to the Food Hero Monthly page like this, <https://foodhero.org/magazines/brussels-sprouts> and not the PDF file itself.

You can find these links by going to the left side tool bar on the Food Hero website and clicking on “Food Hero Monthly”. <https://foodhero.org/monthly>