



Farm Fresh Challenge




October 2018 Social Media Support Sheet

The Texas Department of Agriculture Farm Fresh Challenge has three requirements - ***Eat Local.*** ***Teach Local.*** and ***Be Social.***

This *Social Media Support Sheet* provides sample posts and best practices to help you and your schools ***Be Social.*** Share at least **one social media post** on Facebook, Instagram or Twitter using **#FarmFreshChallenge** to meet the Farm Fresh Challenge ***Be Social*** requirement.

Instructions: Copy and paste any post onto the social platform of your choice. Be sure to remove the text italicized in parentheses and fill in the appropriate information. Also add a comment or two to personalize your posts!

Target Audience: Families of school age children

English*	Spanish*	Sample Image
<p><i>(School or district name)</i> joined the @TexasDepartmentofAgriculture in the Farm Fresh Challenge. We partner with <i>(Farm name)</i> to serve more locally sourced food in October. Our students will be enjoying fresh foods and learning about Texas agriculture all month! #FarmFreshTexas</p>	<p><i>(School or district name)</i> se unió con @TexasDepartmentofAgriculture para el Farm Fresh Challenge. En octubre, nos asociamos con <i>(Farm name)</i> para obtener ingredientes locales. Los estudiantes disfrutaran comida fresca y aprenderán acerca de la agricultura Tejana todo el mes! #FarmFreshTexas</p>	
<p><i>(School or district name)</i> pledged to serve more local foods for TDA's Farm Fresh Challenge throughout October! #FarmFreshTexas</p>	<p><i>(School or district name)</i> se comprometió a servir alimentos locales para el Farm Fresh Challenge 2018 de TDA en el mes de octubre! #FarmFreshTexas</p>	
<p>Fresh food should be integral to a child's meal. We took the Farm Fresh Challenge to show our commitment to serving local ingredients in our cafeterias #FarmFreshTexas</p>	<p>La comida fresca debería ser una parte integral de la comida de un niño, así que tomamos el Farm Fresh Challenge para servir ingredientes locales en nuestras cafeterías #FarmFreshTexas</p>	
<p>We serve local, <i>(Farm name and /or ingredient)</i> from <i>(City)</i>, Texas #FarmFreshTexas</p>	<p>Servimos local de <i>(Farm name)</i> en <i>(City)</i>, Texas #FarmFreshTexas</p>	<p>Share a Farm Fresh meal!</p>
<p>As part of the Farm Fresh Challenge, students learned about <i>(fill in detail of Farm Fresh educational activity)</i>! #FarmFreshTexas</p>	<p>Como parte del Farm Fresh Challenge, ¡los estudiantes aprendieron <i>(details of educational activity)</i>! #FarmFreshTexas</p>	<p>Share a picture that highlights your educational activity.</p>

*All posts are designed to be used on Facebook, Instagram and Twitter.

Examples



Social Media Best Practices

1. Consider your audience

Your audience includes parents, kids, local media, officials and community leaders. Tailor your language and make sure the message is easy to read.

2. Use social media tags and hashtags

Create a short link to a profile using the @ key on any of the three platforms. This will allow the tagged profile to add your post to its timeline and ultimately increase the posts visibility and longevity.

- Consider tagging local news outlets, radio stations, and/or mayors.
- Tag TDA on Facebook and Twitter
 - ❖ Facebook: Texas Department of Agriculture
 - ❖ Twitter: @TexasDeptofAg
- Use #FarmFreshTexas

3. Add photos or videos

Use photos, videos or GIFs whenever possible. Facebook Video, Facebook Live and Instagram's Boomerang offer fun ways to add multimedia to communication platforms. Keep videos under two minutes.

Make sure any media has the appropriate release form and is approved by the district.

TDA has provided high quality images sized to fit [Facebook](#), [Instagram](#), and [Twitter](#). You can also add these to your web pages and newsletters.

The suggested image size for most platforms is at least 800x800 pixels. Aim for 1200x630 for Facebook, 1080x1080 for Instagram, and 440x220 for Twitter.

4. Plan Posts

Plan your posts based on the time of day your school is open and when you've planned a farm fresh meal or activity. Also consider the peak posting times below.

Peak Post Times for Each Platform		
Facebook	Twitter	Instagram
<ul style="list-style-type: none"> • 3 pm Wednesday • 1-4 pm Thursday and Friday • Noon-1 pm Saturday and Sunday 	<ul style="list-style-type: none"> • Noon and 5-6 pm Wednesday • Noon-3 pm and 5 pm Monday-Friday 	<ul style="list-style-type: none"> • 8-9 am and 5 pm Monday and Thursday for images • 9 pm-8 am Monday-Sunday for videos



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