

# Farm Fresh Challenge



## Be Social Support

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

The **Be Social** parameter of the challenge asks for participants to share at least one (1) social post on Facebook, Instagram, or Twitter using the hashtags **#FarmFreshTexas** and **#FarmFreshChallenge**. This **Be Social** Support toolkit provides sample social posts and social media best practices to help you and your sites **Be Social**.

## Social Media Best Practices

Below are a few best practices to keep in mind in order to get the most out of your social media efforts and maintain good standing on each platform.

### 1. Consider Your Audience

Your audience may include parents, students, local media, public officials, and community leaders. Ensure your messaging is inclusive and avoids jargon so that those outside of the school nutrition community can understand your message.

### 2. Utilize Tags and Hashtags

Use the "@" key to tag other social profiles such as the farm or producer whose product you are showcasing. This will increase the post's reach, visibility, and longevity.

Additionally, consider tagging local news outlets, radio stations, and/or local public officials — and don't forget to tag TDA on [Facebook](#), [Twitter](#), or [Instagram](#)!

Hashtags also allow for your post to reach a broader audience. When posting on behalf of the Farm Fresh Challenge, be sure to use **#FarmFreshTexas** and **#FarmFreshChallenge**.

### 3. Add Photos and Videos

Use photos, videos, or GIFs whenever possible. Facebook Live and Instagram Reels offer fun ways to engage as well. A few tips to remember ...

- Keep non-live videos under two minutes.
- Make sure any photos, videos, or graphics that showcase people have the appropriate release form—especially if it involves students.
- Access official TDA Farm Fresh Challenge designs to include on your social, web, and newsletter assets by [clicking here](#) and scrolling down to "We Serve Local."
- Research shows that high-quality photos out-perform low-quality photos. Curious if your photo is "high-quality?" Zoom in on your phone or computer. If the photos blurs, you may want to consider a different image.

### 4. Help is Available

The Farm Fresh Challenge was not only designed to bring nutritious, tasty food to students, but serves as an opportunity to engage individuals at all levels—producers, Child Nutrition Directors, educators, among others. If you feel overwhelmed, ask for help! Parent volunteers, kitchen staff, HART ambassadors, and educators alike can be a resource in collecting photos, videos, and stories that you can share across your social channels. And remember, we're only an email away! Have questions, comments, or concerns? Reach out at [FarmFresh@TexasAgriculture.gov](mailto:FarmFresh@TexasAgriculture.gov).



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

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Food and Nutrition Division  
Farm Fresh Initiative

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## Sample Posts for Social Media

The following social media posts have been designed for cross-platform functionality. If you are looking for a kick-off point to begin posting on multiple social media platforms, we encourage you to **simply copy and paste** the following language and add in your own twist to ensure the content relates back to your site(s). **Be sure to fill in the placeholder information shown in brackets.**

**REMINDER:** You can access official TDA Farm Fresh Challenge designs to include on your social, web, and newsletter assets by [clicking here](#) and scrolling down to "We Serve Local."

Have questions? Reach out to the Farm Fresh team by emailing [FarmFresh@TexasAgriculture.gov](mailto:FarmFresh@TexasAgriculture.gov).

English	Spanish	Image Recommendations
<p><b>[Entity Name]</b> joined the @TexasDepartmentofAgriculture in the Farm Fresh Challenge. We partner with <b>[Producer Name]</b> to serve more locally sourced food in <b>[Month]</b>. Our <b>[students/participants/adults/etc]</b> will be enjoying fresh foods and learning about Texas agriculture all month! #FarmFreshTexas</p>	<p><b>[Nombre de la entidad]</b> se unió a @TexasDepartmentofAgriculture en Farm Fresh Challenge. Nos asociamos con <b>[nombre de la granja]</b> para servir más alimentos de origen local en marzo. ¡Nuestros <b>[estudiantes/participantes/adultos/etc.]</b> disfrutarán de alimentos frescos y aprenderán sobre la agricultura de Texas durante todo el mes! #FarmFreshTexas #FarmFreshChallenge</p>	<p>Students enjoying a Farm Fresh meal or cafeteria staff making a Farm Fresh-approved meal.</p>
<p><b>[Entity Name]</b> pledged to serve more local foods, like <b>[Product 1]</b> and <b>[Product 2]</b> for Texas Department of Agriculture's Farm Fresh Challenge throughout <b>[Month]</b>! #FarmFreshTexas #FarmFreshChallenge</p>	<p><b>[Nombre de la entidad]</b> se comprometió a servir más alimentos locales, como <b>[producto 1]</b> y <b>[producto 2]</b> para el Farm Fresh Challenge del Departamento Agricultura de Texas durante todo el mes de <b>[mes]</b>! #FarmFreshTexas #FarmFreshChallenge</p>	<p>Appealing images of the products referred to in the post.</p>
<p>Fresh food is integral to a child's meal. Knowing this, we took the Farm Fresh Challenge to show our commitment to serving local ingredients in our meals and snacks. #FarmFreshTexas #FarmFreshChallenge</p>	<p>La comida fresca es parte integral de la comida de un niño. Sabiendo, esto, tomamos el Farm Fresh Challenge para mostrar nuestro compromiso de servir ingredientes locales en nuestras cafeterías #FarmFreshTexas #FarmFreshChallenge</p>	<p>Students happily eating their Farm Fresh food or students posing with a producer.</p>
<p>As part of the Farm Fresh Challenge, <b>[students/participants/adults/etc]</b> learned about <b>[fill in detail of Farm Fresh educational activity]</b>! #FarmFreshTexas #FarmFreshChallenge</p>	<p>Como parte del Farm Fresh Challenge, los <b>[estudiantes/participantes/adultos/etc.]</b> aprendieron sobre <b>[detalles de la actividad educativa]</b>! #FarmFreshTexas</p>	<p>Images of students and educators participating in the Farm Fresh learning activity.</p>
<p>We now proudly serve local <b>[Product]</b> from <b>[City]</b>, Texas! #FarmFreshTexas #FarmFreshChallenge</p>	<p>Ahora servimos con orgullo <b>[producto]</b> local de <b>[ciudad]</b>, Texas! #FarmFreshTexas #FarmFreshChallenge</p>	<p>Appealing images of the product referred to in the post, an image of the producer with a school administrator, or a producer with students.</p>



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