



# Farm Fresh Challenge


## Be Social Support

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

This **Be Social Support tool** provides sample posts and best practices you can use to promote your sites on Facebook, Instagram, or Twitter. By sharing at least one social media message using #FarmFreshTexas you will meet the Farm Fresh Challenge **Be Social** requirement.

**Instructions:** Copy and paste these sample posts into your social media platforms, newsletter and bulletin boards. 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 program participants, and community partners

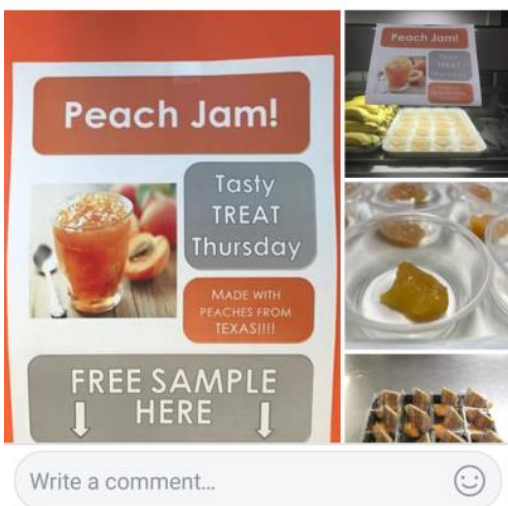
English*	Spanish*	Sample Image
<p>We participated in the Farm Fresh Challenge so kids can learn about where their foods come from and our local farmers and ranchers have new customers close to home. Join us! <b>#FarmFreshTexas</b></p>	<p>Participamos en el Farm Fresh Challenge para que los niños pueden aprender de dónde provienen sus alimentos y nuestros granjeros y rancheros locales tienen nuevos clientes cerca de casa. ¡Únete a nosotros! <b>#FarmFreshTexas</b></p>	
<p>Our school meals include locally-grown (<i>food product</i>) from (<i>local producer/farm</i>). Connect with your local farms and consider sourcing from them! <b>#FarmFreshTexas</b></p>	<p>Nuestras comidas escolares incluyen (<i>producto alimenticio</i>) cultivados localmente de (<i>nombre de productor / granja local</i>). ¡Conéctese con sus granjas locales y considere comprar de ellas! <b>#FarmFreshTexas</b></p>	<p>Include a picture of your Farm Fresh meal/ingredient!</p>
<p>Procuring local foods for your school district can be easy and you probably already serve some local products. Learn more from @TexasDeptofAg and join us in the Farm Fresh Challenge! <b>#FarmFreshTexas</b></p>	<p>La obtención de alimentos locales para su distrito escolar puede ser fácil y probablemente ya esté sirviendo algunos productos locales. ¡Obtenga más información de @TexasDeptofAg y únase a nosotros en el Farm Fresh Challenge! <b>#FarmFreshTexas</b></p>	
<p>We love partnering with (<i>local producer/farm</i>) for (<i>Teach Local activity</i>). Using their (<i>food product</i>) for our meals makes us proud to serve local! <b>#FarmFreshTexas</b></p>	<p>Nos encanta asociarnos con (<i>productor / granja local</i>) para (<i>Actividad Local</i>). ¡Usando su (<i>producto alimenticio</i>) para nuestras comidas nos enorgullece para servir localmente! <b>#FarmFreshTexas</b></p>	<p>Include a picture of your Farm Fresh educational activity in action and/or Farm Fresh local produce!</p>
<p>By joining the Farm Fresh Challenge, we are teaching kids about the many benefits of fresh foods and supporting our local agricultural economy. Join us and <b>Teach Local!</b> <b>#FarmFreshTexas</b></p>	<p>Cuando te unes al Farm Fresh Challenge, los niños aprender los muchos beneficios de los alimentos frescos y tu apoyas nuestra economía agrícola local. ¡Únete a nosotros y <b>Enseña Local!</b> <b>#FarmFreshTexas</b></p>	

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

# Examples



What better way to use locally grown peaches than to make homemade peach jam! Our staff did a great job making this sweet treat and the kids LOVED it! **Texas Department of Agriculture** #Localproductschallenge #Summerfarmfresh



# Social Media Best Practices

## 1. Consider your audience

Your audience includes family members, kids, local media, officials and community leaders. Tailor your language to the audience 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 mayors.
- Tag TDA on Facebook and Twitter
  - ❖ Facebook: Texas Department of Agriculture
  - ❖ Instagram: @texasagriculture
  - ❖ 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 photo or video has the appropriate release forms and permissions.

TDA has provided high quality images sized to fit [Facebook](#), [Instagram](#), and [Twitter](#). You can 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 your sites' activities 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"> <li>• 3 pm Wednesday</li> <li>• 1-4 pm Thursday and Friday</li> <li>• Noon-1 pm Saturday and Sunday</li> </ul>	<ul style="list-style-type: none"> <li>• Noon and 5-6 pm Wednesday</li> <li>• Noon-3 pm and 5 pm Monday-Friday</li> </ul>	<ul style="list-style-type: none"> <li>• 8-9 am and 5 pm Monday and Thursday for images</li> <li>• 9 pm-8 am Monday-Sunday for videos</li> </ul>



Food and Nutrition Division  
Farm Fresh Initiative



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

This product was funded by USDA.  
This institution is an equal opportunity provider.



Updated 07/2019  
[www.SquareMeals.org](http://www.SquareMeals.org)