



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 to help you and your sites **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 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
(Contracting Entity Name) joined the @TexasDepartmentofAgriculture in the Farm Fresh Challenge. We partner with (Farm name) to serve more locally sourced food in October. Our participants will be enjoying fresh foods and learning about Texas agriculture all month! #FarmFreshTexas	(Contracting Entity Name) se unió a @TexasDepartmentofAgriculture en Farm Fresh Challenge. Nos asociamos con (nombre de la granja) para servir más alimentos de origen local en octubre. ¡Nuestros participantes disfrutarán de alimentos frescos y aprenderán sobre la agricultura de Texas durante todo el mes! #FarmFreshTexas	
(Contracting Entity Name) pledged to serve more local foods for TDA's Farm Fresh Challenge throughout October! #FarmFreshTexas	(Contracting Entity Name) se comprometió a servir más alimentos locales para el Desafío de Productos Frescos de TDA durante todo el mes de octubre! #FarmFreshTexas	
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 meals and snacks. #FarmFreshTexas	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	
We serve local, (Farm name and /or ingredient) from (City), Texas #FarmFreshTexas	Servimos local de (Farm name) en (City), Texas #FarmFreshTexas	Share a picture of a Farm Fresh meal!
As part of the Farm Fresh Challenge, students learned about (fill in detail of Farm Fresh educational activity)! #FarmFreshTexas	Como parte del Farm Fresh Challenge, ¡los estudiantes aprendieron (details of educational activity)! #FarmFreshTexas	Share a picture that highlights your educational activity.

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



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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Food and Nutrition Division
Farm Fresh Initiative

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Examples



Social Media Best Practices

1. Consider your audience

Your audience includes family members, 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.

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 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
3 pm Wednesday 1-4 pm Thursday and Friday - Noon-1 pm Saturday and Sunday	- Noon and 5-6 pm Wednesday - Noon-3 pm and 5 pm Monday-Friday	8-9 am and 5 pm Monday and Thursday for images 9 pm-8 am Monday-Sunday for videos



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