



TEFAP

The Emergency Food Assistance Program

SOCIAL MEDIA SUPPORT PACKAGE

SOCIAL MEDIA BEST PRACTICES

1. Set up your social media accounts as 'non-profit.'
 - Switch Instagram account to a business profile and categorize it as "Nonprofit Organization" or "Community Organization"
 - Sign up for Facebook and Instagram nonprofit fundraising tools
 - YouTube's Nonprofit Partner program offers special optimization features tailored for nonprofits
2. Focus on responsiveness and personalization. Your audience appreciates tailored responses, fostering loyalty towards your mission. Be readily available.
3. Share your impact. Showcase your facilities, food boxes, meals, etc. with bright, high-res images. Alternatively, share real-life stories of people impacted by your work.
4. Optimize peak post times. Use the "Peak Posts Times for Nonprofits" recommended hours as a starting point. Track which days and times work best for your food bank, as everyone's peak time is different.
5. Employ popular and customized hashtags, such as #TEFAPAction, in every post to enhance visibility.
6. Take advantage of social media to promote events like fundraising or food drives.
7. Tag TDA on Facebook and Instagram:
 - Instagram: @TexasAgriculture
 - Facebook: @TexasDepartmentofAgriculture
8. Run targeted ads: Invest in targeted social media ads to reach specific demographics interested in supporting non-profit causes.



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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THE EMERGENCY FOOD ASSISTANCE PROGRAM

9. Encourage user-generated content: Encourage your audience to share their experiences and stories related to your cause, creating a sense of community.
10. Regularly analyze and adjust: Monitor social media analytics to understand what content performs best, and adjust your strategy accordingly

SUGGESTED PEAK POST TIMES FOR NONPROFITS

INSTAGRAM

- Tuesday: 10 AM - 1 PM
- Wednesday: 11 AM - 5 PM
- Friday: 10 AM - 12 PM

FACEBOOK

- Monday: 11 AM - 1 PM
- Tuesday: 10 AM - 4 PM
- Wednesday: 11 AM - 1 PM

SOCIAL MEDIA POST EXAMPLES

SINGLE POST



The Emergency Food Assistance Program (TEFAP) plays a vital role in the lives of eligible Texans by providing food and nutrition assistance at no cost. These Texans access TEFAP resources through food banks and their partners at food pantries, soup kitchens, and housing authorities. The Texas Department of Agriculture (TDA) administers TEFAP in Texas to connect food banks with healthy foods from the U.S. Department of Agriculture (USDA).

TEFAP food is made available to participating Texans either through prepared meals on-site at these organizations or food packages that participating Texans can take home with them to consume at their convenience.

#TEFAPAction #SupportingThoseInNeed #NutritionSupport #CommunityCare #Agriculture #TexasAgricultureMatters #TEFAP



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Food and Nutrition Division
Nutrition and Assistance Program

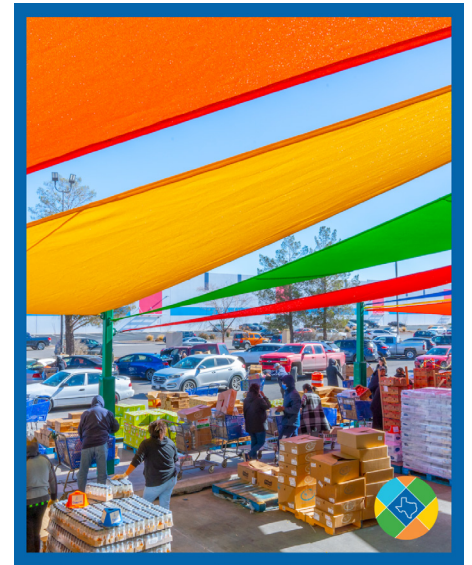
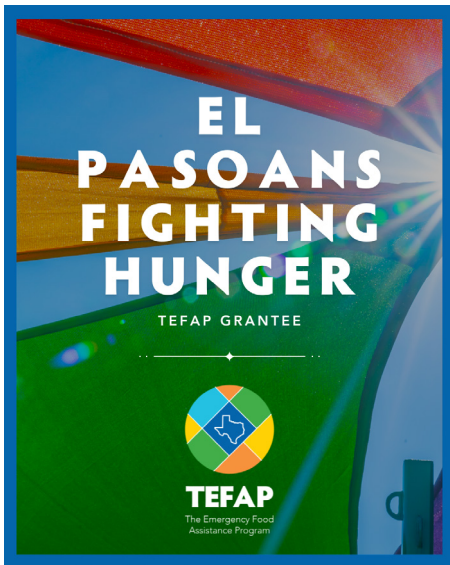
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GALLERY (MULTIPLE VISUALS IN ONE POST)



In the seven years since the El Pasoans Fighting Hunger Food Bank (EPFHFB) opened its doors, it has quickly become highly engaged with the community. EPFHFB also received a significant grant from the U.S. Department of Agriculture (USDA) to assist the food bank in reaching more eligible Texans with healthy food through the Emergency Food Assistance Program (TEFAP). TDA administers TEFAP in Texas.

Last year, EPFHFB installed a permanent canopy for its mercado. The new canopy marks an exciting enhancement of the food bank's food distribution efforts, especially given the region's hot summers. EPFHFB can now more comfortably distribute resources, such as TEFAP food, as they expand their community support.

#TEFAPAction #CommunityEngagement #FoodDistribution
#TexasHeat #TEFAPSupport #SupportingThoseInNeed
#NutritionSupport #CommunityCare



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