



Outreach and Marketing Toolkit

EatLocal



OUR HARVEST IS HERE!
Celebrate Eat Local Month **August**



Thank you for partnering with NH Eat Local Month! We cannot wait for August to get started so we can share the New Hampshire harvest with our audience and get folks excited about local eating. To help you engage your audience, we have created some tips, content, and social media posts ready for you to share.

In this toolkit, you'll find:

- Social media tips, including suggested hashtags and visual sizes
- Logos, banners, and other graphics that can be used across your online accounts
- Sample posts and visuals for Facebook, Instagram, and Twitter

Don't forget to engage with the official NH Eat Local Month accounts throughout August, and visit our website at www.nheatlocal.org!

 Facebook: [NH Eat Local Month \(@NHEatLocal\)](https://www.facebook.com/NHEatLocal)

 Twitter: [@nheatlocalmonth](https://twitter.com/nheatlocalmonth)

 Instagram: [@nheatlocalmonth](https://www.instagram.com/nheatlocalmonth)

NH Eat Local Month is a collaborative project between the NH Food Alliance, the Monadnock Food Co-op, the NH Department of Agriculture, Markets & Food, and over 100 other partners like you!

Facebook



Tip 1: Be sure to include a visual to grab attention with every post

Tip 2: Use the hashtag #NHEatLocalMonth

Tip 3: Tag other Facebook accounts using the “@” symbol and their account name

Tip 4: Don't be afraid to ask your followers to share your posts!

Cover Photo Size: 820px by 312px

Facebook Cover Photo 1 ([Download Here](#)):



Facebook Cover Photo 2 ([Download Here](#)):



Facebook



Sample Posts:

For organizations/other businesses:

Happy NH Eat Local Month! All month long, we hope to inspire you to eat more locally grown, raised and made foods, meet the farmers, growers and chefs behind your food and learn new skills that keep you eating locally throughout the year. Get inspired: <http://nheatlocal.org> #NHEatLocalMonth

August is New Hampshire Eat Local Month -- and we're joining over 100 local businesses and organizations to celebrate our harvest. Join us: <http://nheatlocal.org> #NHEatLocalMonth

31 Days, 31 Ways to celebrate New Hampshire Eat Local Month. Start celebrating today: <http://nheatlocal.org> #NHEatLocalMonth

National Farmers Market Week is August 4 - 10, 2019 — and there's so much to celebrate: <http://nheatlocal.org> #NHEatLocalMonth

Where are you eating for your next night out? Celebrate @NH Eat Local Month by trying a restaurant serving local foods! As a good place to start, @NH Farm to Restaurant Connection has a helpful map of verified restaurants using local ingredients – check it out here: <http://www.nhfarm-torestaurant.com>!

For food businesses/producers:

It's @NH Eat Local Month! Did you know that we accept SNAP at our farmer's market? We even double your SNAP dollars through @Granite State Market Match – meaning you can buy twice as much healthy, local food! Find out how: <http://granitestatemarketmatch.org/> #NHEatLocalMonth

Try local meat, milk, or eggs! NH is home to lots of farms growing everything from chicken and turkey to beef, pork, lamb, goat, elk, venison, and bison! <https://buff.ly/2vtwjy2> #nheatlocalmonth

We are proud to serve dishes made with New Hampshire ingredients! Ask us about our local options and stop in during @NH Eat Local Month to celebrate the best local food NH has to offer. When you eat locally, you support a vibrant community and help small businesses to thrive! #NHEatLocalMonth

Our farm is an official partner of @NH Eat Local Month! Buying from your local farmer helps your community. Farmland adds rural character to your area, and when you buy our produce/meats/milk, you support our local economy! #NHEatLocalMonth #KnowYourFarmer

We are proud to partner with @NH Eat Local Month this August. It's no secret that locally-grown food is usually bursting with flavor – next time you cook, try using some of our produce/meat/milk in your meal! #NHEatLocalMonth

Instagram



Tip 1: Use 5-10 relevant hashtags per post.

Tip 2: Links are not supported in descriptions, only in bio.

Tip 3: Images & posts are optimized for mobile, not desktop computers.

Image size: 1080px by 1080px

Instagram Photo 1 ([Download Here](#)):



Instagram Photo 3 ([Download Here](#)):



Instagram Photo 2 ([Download Here](#)):



Tip: In your photos, tag the accounts of other farms, businesses, and organizations you work with to spread the message!

Instagram



Sample Posts:

Sample Post 1:

Local food is fresher, delicious, better for the environment, and helps your community - that's why this August, we're celebrating @NHEatLocalMonth. Join us and over 100 other partners to support our local farmers and businesses. How do you #EatLocal? #NHEatLocalMonth #NHFood #NHFarms #NHLocal #LocalFood #NHEatLocal

Sample Post 2:

Our farm is an official partner of @NHEatLocalMonth! When you buy our farm-fresh food, you can taste the difference of local, and support our local economy and landscapes. Visit us today and see what local foods you can find! #NHEatLocalMonth #KnowYourFarmer #GraniteStateGrown #NHFarm #NHFood #NHBusiness #NHGrown #EatLocal #NHEatLocal

Sample Post 3:

Happy #NHEatLocalMonth! We're celebrating our local harvest, and hopefully sending you inspiration to eat more locally grown, raised, and made foods! Visit the @NHEatLocalMonth website to find events, tips, and more...we hope you'll join us! #NHLocal #NHFood #NHFarms #EatLocal #NHEatLocal #NHMade #LocalFood

Suggested Hashtags

#nheatlocalmonth

#nheatlocal

#nhlocal

#granitestategrown

#knowyourfarmer

#nhfood or #nhdairy or #nhmeat

#nhfarm

Twitter



Tip 1: Use 1-2 relevant hashtags per post (like #NHEatLocalMonth)

Tip 2: Posts must be under 280 characters - most posts are under 100.

Tip 3: Like on Facebook, tag other accounts using “@”.

Tip 4: Search similar hashtags and retweet what others are saying!

Sample Posts:

Farmers Market Week is August 4 - 10 — and there's so much to celebrate <https://buff.ly/2L8L8Pn>
#NHEatLocalMonth

August is New Hampshire Eat Local Month: <http://nheatlocal.org> #NHEatLocalMonth

How are you celebrating #nheatlocalmonth? <http://nheatlocal.org>

Local food is fresher, delicious, better for the environment, and helps your community. How do you
#EatLocal? #NHEatLocalMonth

Support NH farmers, fishermen, and restaurants today by eating #localfood for #NHEatLocalMonth!

We're kicking off #NHEatLocalMonth – celebrate local food with us! <http://nheatlocal.org>

It's harvest season, and we love it! Eat local this month with #NHEatLocalMonth.

It's #NHEatLocalMonth. What are some of your favorite NH foods?

Taste the difference of local – visit our (farm/restaurant/farmer's market) today! #localfood #NHEat-
LocalMonth

What motivates you to #eatlocal? #NHEatLocalMonth

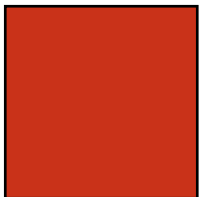
Logos/ Images



NH Eat Local Month Logo: [White Background](#) and [Transparent](#)

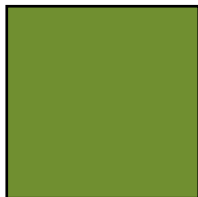


NH Eat Local Month Styling:



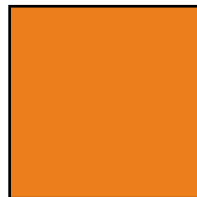
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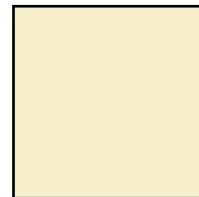
#708f30

RGB:112, 143, 48



#ec7e1c

RGB:236,126,28



#f8f0cc

RGB:248, 240, 204

Fonts: **Arial Black**, Arial Regular, and Arial Narrow

Websites for Free Stock Images:

www.unsplash.com

www.pixabay.com

www.pexels.com