

## Healthy Growing Social Media Tips

Social media is key to making sure that your Healthy Growing school garden campaign grows and helps people engage in meaningful ways. Below is a checklist with simple directions and sample social media posts of how you can get your community involved.

### Follow Healthy Planet on Social Media:

- Follow us on Facebook @[HealthyPlanetUS](#)
- Follow us on Twitter @[HealthyPlanet](#)
- Follow us on Instagram @[healthyplanetus](#)

### Share

- Healthy Planet will be sharing your message from August - October on our Facebook and Twitter pages. Check our posts frequently and Like/Share the posts we tag you in!
- Ask teachers, friends and family to follow Healthy Planet and your school social media so they can share the social media posts with their communities.

### Tips for Social Media Posts

- Create your own posts:
  - Add photos
  - Make signs
  - Make a quick/short 5 - 15 second video
  - Talk about why people should help your community and school garden flourish
  - Collect quotes from family, teachers, and students and share with a picture
  - Thank your community

### Hashtags

- Always include the following hashtags
  - #GiveToGrow
  - #BeAPartOfIt

### Sample Social Media Post 1: Make signs as a class about gardening!



By donating today you can help build a community around healthy eating, fun and friendships that last a lifetime. #GiveToGrow #BeAPartOfIt

**Sample Post 2: Include close up photos of garden projects with your students**



Facebook:

There's nothing better than my daughter coming home from preschool and telling me how excited she is about working in the garden at her school! I donate every year to help support activities she loves! It only takes \$5 dollars! #GiveToGrow #BeAPartOfIt

**Sample Post 3: Thank Your Community -- throughout your campaign -- Give an update!**



Thank you for supporting us this far in our garden fundraiser, we have raised \$xxxx, which will help us build x amount of beds, we need just \$xxxx more to be able to have a garden bed for each classroom! Donate \$5 to make our students and teachers dreams come true!