

**SAVE  MORE
THAN FOOD**
MAKE A DIFFERENCE

Food Waste Awareness Campaign
Social Media & Content Strategy

Main Goal

Thank you for participating in the Solid Waste Authority of Central Ohio's new initiative, titled *Save More Than Food* - a campaign to help reduce food waste within our region. As a valued partner of SWACO, we hope this document helps provide guidelines and assets to assist in your implementation of our regional consumer behavior change campaign through your upcoming advertising, social media, and content marketing strategies. The goal will be to direct audiences to our online resources, where they can learn more about this issue and make a positive change in their household, business, and community.

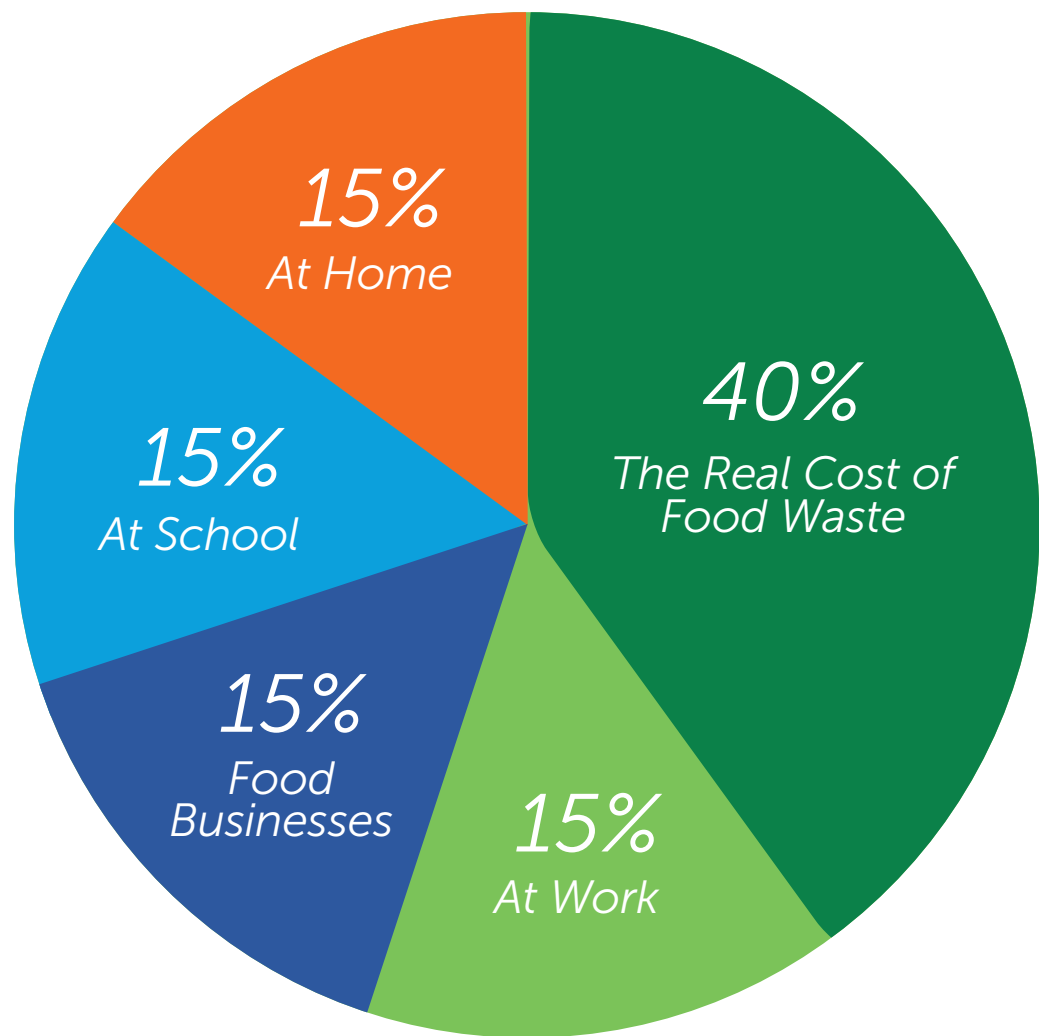
As a main objective of this plan, our goal is to provide support to our partners and create awareness around our mission, encouraging households, schools, and businesses to play a proactive role in helping to reduce food waste and leverage it as a resource to benefit our region. By doing so, we can empower communities to not only conserve food, but help to save the resources, time, and money that went into producing and distributing it.

Strategy Objectives

- 1 Utilize the pre-generated messages, graphic templates, and content guidelines provided in this document to create awareness for the *Save More Than Food* campaign and website (SaveMoreThanFood.org) through social media and content marketing tactics. By leveraging your social network, you can help connect audiences to the tips and resources provided in this initiative.
- 2 Implement the guidelines outlined in this document to develop your content strategy for social media, blogging, and e-blast efforts to help your organization manage the execution of our campaign's pre-generated posts, allowing you to eventually develop your own content system and flow chart that aligns topics, messaging, and tactics for different days of the week that work for your team.
- 3 Follow the tips and frameworks outlined in this document to generate an approach to posts and content that align with your brand's values and initiatives in food waste reduction, developing a structure around frequency, topics, and sharing practices that will help to promote awareness for the resources and tips offered in the *Save More Than Food* campaign.
- 4 Define the tone and voice of your own *Save More Than Food* social media strategy by using the guidelines in this document, as well as utilizing our initial graphic templates, messaging, and pre-generated posts to craft awareness efforts that are recognizable, inspiring, proactive, and cohesive.
- 5 Utilize the design templates for graphic posts to be used on social media platforms by using the basic assets of the *Save More Than Food* campaign, while also promoting important resources and tools offered on the website. These are to be used as a starting point, allowing you to develop new messages and imagery in the future.

THEMES & TOPICS

Whether you are SWACO or a partnering organization, it's good to create a content calendar and framework that has an engaging mix of topics and approaches, appealing to your audience in different ways.



The Real Cost of Food Waste: 40%

Posts designed to educate people about the resources that are wasted when we throw away food, including:

- Wasted Money
- Wasted Land
- Wasted Water
- Wasted Energy
- Wasted Opportunities

Reducing Waste at Home: 15%

Posts that provide information on how private households can reduce the food they waste, including:

- Shopping Smarter
- Eating Leftovers
- Composting
- Recovering Food At Home
- Storing Food Correctly

Reducing Waste at Work: 15%

Posts that provide information and resources on how employees can help reduce waste in their workplace, including:

- Implementing Educational Initiatives
- Connecting with Food Rescue Organizations
- Setting Up A Composting System
- Zero Food Waste Events & Catering

Reducing Waste at Food Businesses: 15%

Posts that provide information and resources on how the food service industry can help reduce waste, including:

- Employee Training
- Connecting With Food Rescue Organizations
- Educating Customers
- Composting

Reducing Waste at School: 15%

Posts that provide information and resources on how schools can help reduce food waste, including:

- Supporting Share Tables
- Implementing Educational Initiatives
- Cafeteria Composting
- Classroom Lessons And Activities

PLEASE NOTE: This is a starting breakdown of how you can develop your content, but it is important to create a mix that fits well for you. For example, if you are a school district, you may break down your content as: 40% The Real Cost Of Food Waste, 30% Reducing Waste At Schools, 30% Reducing Waste At Home.

CONTENT FLOW CHART

To better align content with a topic or strategy, below is a starting guide on how your organization can develop a content system (or flow chart) aligning a topic/discussion for different days of the week. Make a plan that fits with your group’s overall social media activities, deciding which days work best for your organization. While content can be created by multiple roles in the organization, posts should be managed and planned by one social media lead.

BLOG POSTS:

- While the below topics outline different social media posts, these can also be the subjects for blog posts that drive discussions, resources, competitions, or imagery.
- Pick which ones deserve a full post and link users back to the website.



- If partnering with this campaign, you can create your own posts to align with this effort or share (repost) the social media activities of SWACO that either utilizes the campaign assets or reflects the work and resources of *Save More Than Food*. (ex. Champions, Food Rescue working groups, efforts being made by partners in this subject matter, etc.)
- It is also helpful to take opportunities to share other organization’s posts about relevant subjects, events, or studies, creating new relationships with already established networks.
- It is also suggested to advertise or “BOOST” posts when possible, targeting your key cities and interests of users, such as “meal prep”, “food waste”, “recycle”, “composting”, “food storage”, “saving money”, “cooking”, “grocery shopping”, etc.

DISCUSSIONS AND POSTS

Below are suggested pre-generated posts for messages, topics, and content that both SWACO and partner organizations can use in their social media pages, providing templates and frameworks for how to develop future content and messaging as the campaign continues.

STATISTICS & FACTS POSTS

- Every day in Central Ohio, nearly a pound of food is landfilled per resident. When we put all of our food waste together, that’s nearly a million pounds of wasted food each day. Learn how you can do your part to reduce food waste at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- Wasting food has a real impact on our environment. The food wasted in Central Ohio each year required 160,000 acres of potential wildlife habitat space to grow. That’s roughly half of Franklin County. Help reduce food waste at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- The average family of four spends about \$1,500 a year on food that they throw away. Learn how you can save money by reducing food waste at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- Trying to reducing your carbon footprint? Try cutting food waste out of your routine. In Central Ohio, transporting all of the food that we waste adds up to 22 million gallons of gas every year. Learn more at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- Wasting food has many unintended consequences- like wasting the water that was used to grow, prepare, and process it. In Central Ohio alone, that adds up to 41 billion gallons of water. Learn how you can make a difference at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- For every meal missed by Franklin County residents, three potential meals are sent to the landfill. When we waste food, we waste the opportunity to provide meals for hungry friends and neighbors. Learn how you can help at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- 40% of food in America gets wasted – and that adds up to many missed opportunities to address the 69 million meals missed each year by people going hungry in Franklin County. Learn how you can reduce that waste at **SaveMoreThanFood.org #ReduceFoodWasteOH #HelpTheHungry**
- By wasting food, Central Ohio residents waste energy and fuel used to grow, harvest, and transport food- adding up to over 22 million gallons of gasoline from food waste in Central Ohio alone. Learn how you can make a difference at **SaveMoreThanFood.org #ReduceFoodWasteOH**

COMMUNITY ENGAGEMENT POSTS

- Here at [ORGANIZATION], we are joining **#SaveMoreThanFood** and over 150 Central Ohio partners to cut Central Ohio Food Waste in half by 2030. Learn more about our food waste work at **[ORG SITE or SaveMoreThanFood.org]. #ReduceFoodWasteOH [#organizationtags]**
- Thank you to all of our partners and customers for supporting our efforts to reduce our food waste at [ORGANIZATION]. Together, we can cut Central Ohio food waste in half by 2030! Visit **[ORG SITE or SaveMoreThanFood.org]** to get involved. **#ReduceFoodWasteOH #SaveMoreThanFood**
- Hey friends! We are working hard to provide you with the best possible experience at [ORGANIZATION] and to give back to our community and environment by reducing food waste. You can do your part, too! Learn more at **SaveMoreThanFood.org. #ReduceFoodWasteOH #SaveMoreThanFood**
- For every meal that is missed by Franklin County residents, three meals are sent to the landfill. [ORGANIZATION] is helping to change that by donating our excess food to community non-profits to help feed our friends and neighbors. Learn more at **[ORG SITE or SaveMoreThanFood.org]**
- Food waste is the most common material being landfilled in Central Ohio. We are doing our part to reduce our food waste by composting our food scraps. Learn more at **[ORG SITE or SaveMoreThanFood.org] #ReduceFoodWasteOH #SaveMoreThanFood**
- Food banks often need volunteers to collect and process donated food. Get involved to help reduce food waste and give back to the community. Learn more at **SaveMoreThanFood.org #ReduceFoodWasteOH**
- Join the **#SaveMoreThanFood** initiative to cut Central Ohio food waste in half by 2030. Come on a tour of the Franklin County Sanitary Landfill to see what each of us can do. Learn more at **SWACO.org #ReduceFoodWasteOH**

PLEASE NOTE: These are posts that your organization can use to show your involvement in the campaign and your efforts to advance our mission of reducing food waste.

*These posts are to be utilized as a model for future posts. Work to tag other organizations, insert tips into discussions, and utilize hashtags appropriately.

DISCUSSIONS AND POSTS (CONT.)

Find Save More Than Food social media images to accompany your posts in the partner toolkit at savemorethanfood.org/share-the-campaign/

TIPS & EDUCATION

HASHTAGS TO USE

Reducing Waste At Home

- Find out how food waste impacts Central Ohio by taking the Save More Than Food Quiz at [SaveMoreThanFood.org/quiz/#ReduceFoodWasteOH](https://savemorethanfood.org/quiz/#ReduceFoodWasteOH)
- Private households account for the largest percentage of food entering the Franklin County Sanitary Landfill. Prevent food waste by making a shopping list before you go to the store to help you avoid impulse buys. Find more tips and resources at [SaveMoreThanFood.org](https://savemorethanfood.org)
- Composting food scraps at home can go a long way toward lowering your carbon footprint. Learn about more ways you can reduce food waste at home at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Sometimes food waste can come from the best intentions - like wanting to be a good provider to your family by having plenty of food options available. Take a moment to think about whether the best intentions are leading to food waste in your home and learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Small changes can have a big impact on reducing food waste. This week, take a look at your calendar before heading to the grocery store to see how many meals you are planning to eat at home. Learn more ways to reduce food waste at home at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- When working to prevent food waste, a great first step is to make a meal plan and stick to it! Find meal planning tools and more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Do you have odds and ends left over in your refrigerator? Or wilted produce that has seen better days? Find refrigerator-clean-out recipes and neat tricks for reviving aging produce at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Don't just leave them sitting in the fridge. Leftovers can be incorporated into all kinds of interesting recipes. Get creative - and help reduce food waste in your home. To learn more, visit [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)

Messaging To/For Food Businesses

- Here at [Organization], we are reducing food waste and feed our community by donating excess food to local hunger relief efforts. Learn how you can do your part at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- As a member of the Central Ohio Food Waste Initiative, we are proud of the work we are doing to protect our environment and our community by reducing our food waste. Join us by visiting [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- In the food service industry, employee training is an important part of reducing food waste. From rightsizing portions to low-waste food prep - establishing simple guidelines can make a big impact. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Is food waste weighing down your profit margins? Lighten your load with tools like tax write-offs for donating food and food waste measurement tools to help you identify money-saving opportunities. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- In grocery stores and restaurants, point-of-sale messaging can educate consumers on ways that they can help reduce food waste in Central Ohio. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Are you working hard to keep food from going to waste? Use [#SaveMoreThanFood](https://savemorethanfood.org/#ReduceFoodWasteOH) customer outreach tools to tell your customers about your work to reduce waste, keep your community fed, and protect our environment. Learn more at [#SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Do you have food left over at the end of the night? Central Ohio health departments encourage you to safely donate that food to local non-profits to become meals for hungry neighbors. Learn more about how you can waste less and serve your community at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- If your business has items that are still safe for consumption, but can't be sold - food banks in your community may be willing to pick up food for free. Learn more about connecting to food rescue resources at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)

Messaging To/For Schools

- Here at [school/school district name] we are reding food waste and protecting our environment by teaching our students about the environmental resources in their food. Learn how you can reduce food waste at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Let's face it: Kids are picky eaters. Every day in Central Ohio schools, students let unwanted food go to waste. Meanwhile, that food could be used to help feed hungry classmates. Learn about share tables and other food waste reduction for schools at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Chances are, a lot of the food served in the cafeteria of your local school will wind up in the trash today - and it's contributing to Central Ohio's estimated \$400 million in economic losses each year from food waste. Learn to reduce that waste at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- From unopened milk cartons to unpeeled whole fruits - students can help make the most of unused food items through share tables in school cafeterias. Learn how to start a share table in your school at [SaveMoreThanFood.org/at-school #ReduceFoodWasteOH](https://savemorethanfood.org/at-school/#ReduceFoodWasteOH)
- Reaching out to kids at a young age can create long-lasting impact in behavior when it comes to reducing food waste. Teach students the value of the food that they eat, its connection to our environment, and how to reduce their food waste with classroom lesson plans and tools from Save More Than Food. [SaveMoreThanFood.org/at-school #ReduceFoodWasteOH](https://savemorethanfood.org/at-school/#ReduceFoodWasteOH)
- Schools can connect with local food pantries that will make regularly scheduled pick-ups of unused food. That can go a long way toward keeping our community fed and reducing food waste in landfills. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Is there food waste happening in your school's cafeteria? Find out how cafeteria share tables, making small changes to you lunch routine, and educating your students can help. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)

Messaging To/For The Workplace

- A clean refrigerator can keep food fresh for longer. Cleaning out your office fridge and making sure it's set to the right temperature can help reduce wasted food in your workplace. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Hosting a catered lunch at work? Share the leftovers with the rest of your team by setting up a leftover food alert system at work. Reduce food waste and make a co-worker's day. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Looking for ways to [#GoGreen](https://savemorethanfood.org/#GoGreen) at work? Food waste is often overlooked for its use of environmental resources like water, energy, land, soil nutrients, and more. Try out office composting and other diversion methods to make a difference. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Instead of throwing unused food in the trash, try setting up a compost bin in your workplace. Every employee can be involved in reducing food waste in our community. Learn more at [#SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Food banks often need volunteers to collect and process donated food. Getting employees involved can help reduce food waste and give back to the community. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- Help motivate your team to join the [#SaveMoreThanFood](https://savemorethanfood.org/#SaveMoreThanFood) initiative efforts to cut Central Ohio food waste in half by 2030. Bring your team on a tour of the Franklin County Sanitary Landfill to see what each of us can do. Learn more at [SaveMoreThanFood.org #ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)

- [#SaveMoreThanFood](https://savemorethanfood.org/#SaveMoreThanFood)
- [#ReduceFoodWasteOH](https://savemorethanfood.org/#ReduceFoodWasteOH)
- [#CentralOhio](https://savemorethanfood.org/#CentralOhio)
- [#ZeroFoodWaste](https://savemorethanfood.org/#ZeroFoodWaste)
- [#StopFoodWaste](https://savemorethanfood.org/#StopFoodWaste)
- [#NoFoodWaste](https://savemorethanfood.org/#NoFoodWaste)
- [#ReduceWasteAtHome](https://savemorethanfood.org/#ReduceWasteAtHome)
- [#ReduceWasteAtWork](https://savemorethanfood.org/#ReduceWasteAtWork)
- [#ReduceWasteAtSchool](https://savemorethanfood.org/#ReduceWasteAtSchool)
- [#SaveResources](https://savemorethanfood.org/#SaveResources)
- [#HelpTheHungry](https://savemorethanfood.org/#HelpTheHungry)
- [#\[Organization name\] FightsFoodWaste](https://savemorethanfood.org/#[Organization name] FightsFoodWaste)
- [#CommunitiesFightingFoodWaste](https://savemorethanfood.org/#CommunitiesFightingFoodWaste)
- [#RestaurantsFightingFoodWaste](https://savemorethanfood.org/#RestaurantsFightingFoodWaste)
- [#SchoolsFightingFoodWaste](https://savemorethanfood.org/#SchoolsFightingFoodWaste)
- [#GoGreen](https://savemorethanfood.org/#GoGreen)

*These posts are to be utilized as a model for future posts. Work to tag other organizations, insert tips into discussions, and utilize hashtags appropriately.

SOCIAL MEDIA POSTS & ADS

As a partner organization or SWACO, the following graphics and messaging are to give you a start to posting on social media, as well as provide a template to create future assets for your content strategies.



SWACO

July 19 at 10:14 AM

Wasting food has a real impact on our environment. The food wasted in Central Ohio each year required 160,000 acres of potential wildlife habitat space to grow. That's roughly half of Franklin County. Help reduce food waste at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

WASTED FOOD = WASTED SOIL



Like

Comment

Share



SWACO

July 19 at 10:14 AM

Chances are, a lot of the food served in the cafeteria of your local school will wind up in the trash today – and it's contributing to Central Ohio's estimated \$400 million in economic losses each year from food waste. Learn to reduce that waste at [SaveMoreThanFood.org](#)

MAKE A DIFFERENCE

\$400 million

Wasted food costs Central Ohio an estimated \$400 million a year.

SAVE MORE THAN FOOD
MAKE A DIFFERENCE



Like

Comment

Share



SWACO

July 19 at 10:14 AM

Wasting food has many unintended consequences - like wasting the water that was used to grow, prepare, and process it. In Central Ohio alone, that adds up to 41 billion gallons of water. Learn how you can make a difference at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)

DID YOU KNOW?

Each year, up to 41 billion gallons of water are used to produce food that is wasted in Central Ohio.

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

Like

Comment

Share




SWACO

July 19 at 10:14 AM

Let's face it: Kids are picky eaters. Every day in Central Ohio schools, students let unwanted food go to waste. Meanwhile, that food could be used to help feed hungry classmates. Learn about share tables and other food waste reduction for schools at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

Support Share Tables & Reducing Food Waste In Schools



Like

Comment

Share



SWACO

July 19 at 10:14 AM

For every meal missed by Franklin County residents, three potential meals are sent to the landfill. When we waste food, we waste the opportunity to provide meals for hungry friends and neighbors. Learn how you can help at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)

WASTED FOOD = WASTED OPPORTUNITY

SAVE MORE THAN FOOD
MAKE A DIFFERENCE



Like

Comment

Share



SWACO

July 19 at 10:14 AM

Food banks often need volunteers to collect and process donated food. Get involved to help reduce food waste and give back to the community. Learn more at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

Get Involved In Your Community



Like

Comment


Share

Social Media Ads

SOCIAL MEDIA POSTS & ADS (CONT.)

SWACO
July 19 at 10:14 AM


By wasting food, Central Ohio residents waste energy and fuel used to grow, harvest, and transport food. Learn how you can make a difference at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)




Like

Comment

Share

SWACO
July 19 at 10:14 AM

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Like

Comment

Share

SWACO
July 19 at 10:14 AM

Every day in Central Ohio, nearly a pound of food is landfilled per resident. When we put all of our food waste together, that's nearly a million pounds of wasted food each day. Learn how you can do your part to reduce food waste at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)



Like

Comment

Share

SWACO
July 19 at 10:14 AM

The average family of four spends about \$1,500 a year on food that they throw away. Learn how you can save money by reducing food waste at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)



Like

Comment

Share

*Use campaign PSA to add variety to posts.

SWACO
July 19 at 10:14 AM


Every day in Central Ohio, nearly a pound of food is landfilled per resident. When we put all of our food waste together, that's nearly a million pounds of wasted food each day. Learn how you can do your part to reduce food waste at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)




Like

Comment

Share

SWACO
July 19 at 10:14 AM


Is there food waste happening in your school's cafeteria? Find out how cafeteria share tables, making small changes to you lunch routine, and educating your students can help. Learn more at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)



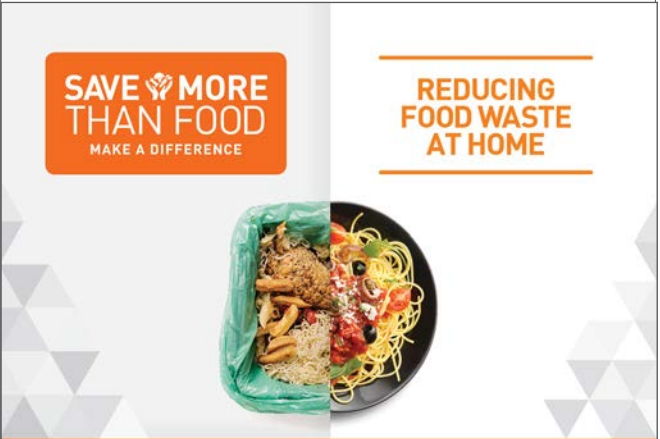
Like

Comment

Share

SWACO
July 19 at 10:14 AM


Small changes can have a big impact on reducing food waste. This week, think practically about how much your family will eat and try taking requests rather than giving additional options. Learn more ways to reduce food waste at home at [SaveMoreThanFood.org](#) [#ReduceFoodWasteOH](#)




Like

Comment

Share

SWACO
July 19 at 10:14 AM

Here at [Organization], we are joining [#SaveMoreThanFood](#) and over 150 Central Ohio partners to cut Central Ohio Food Waste in half by 2030. Learn more about our food waste work at [SaveMoreThanFood.org](#). [#ReduceFoodWasteOH](#) [#ZeroFoodWaste](#)



Like

Comment

Share

*An example of a Community Engagement post from a strategic partner.

Social Media Ads

FACEBOOK

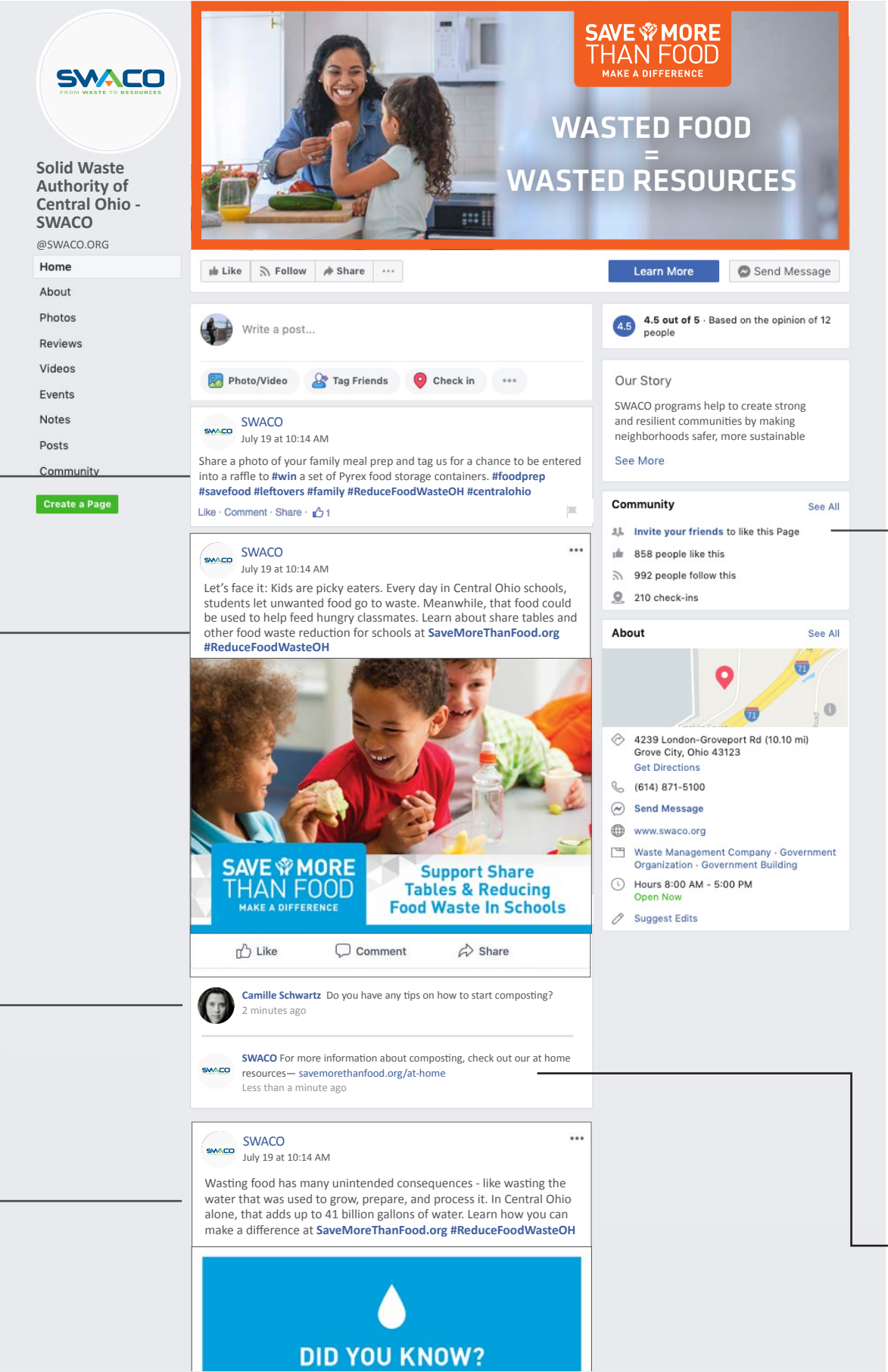
To further excite the audience and engage them in our new messaging, SWACO and partnering organizations can utilize assets from the *Save More Than Food* toolkit on their Facebook page, helping to promote our mission. Here are a few tactics on how to use this platform in promoting our messages. (the SWACO Facebook page is used as an example)

Entice users to post images or respond to discussions through different topics and inquiries.

Include a graphic image to help promote a message, resource, or event to excite the user. If doing so, include a link in the text above for them to learn more.

If a user responds with a question, it is CRITICAL to respond in some positive way, either answering their question or responding to a concern.

Post messages and updates that specifically discuss benefits and impact reducing food waste can have on Central Ohio as this will help boost search engine priority for these keywords.



SHARING AND CONVERSATIONS

Utilize other relevant Facebook pages to share their content and build online conversations by reposting other relevant organizations who share an interest in reducing food waste. Below is a starting list for the team to grow:

- Mid-Ohio Food Collective
- Food Rescue US
- Recycle Right
- Franklin County Public Health
- Columbus Public Health
- Love Food Hate Waste
- Save the Food

Attach a relevant link that will inform the audience to learn more.

TWITTER

You can utilize assets on the *Save More Than Food* site to brand your Twitter page to better align with our campaign efforts and promote our new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting our messages. (the SWACO Twitter page is used as an example)

HASHTAGS

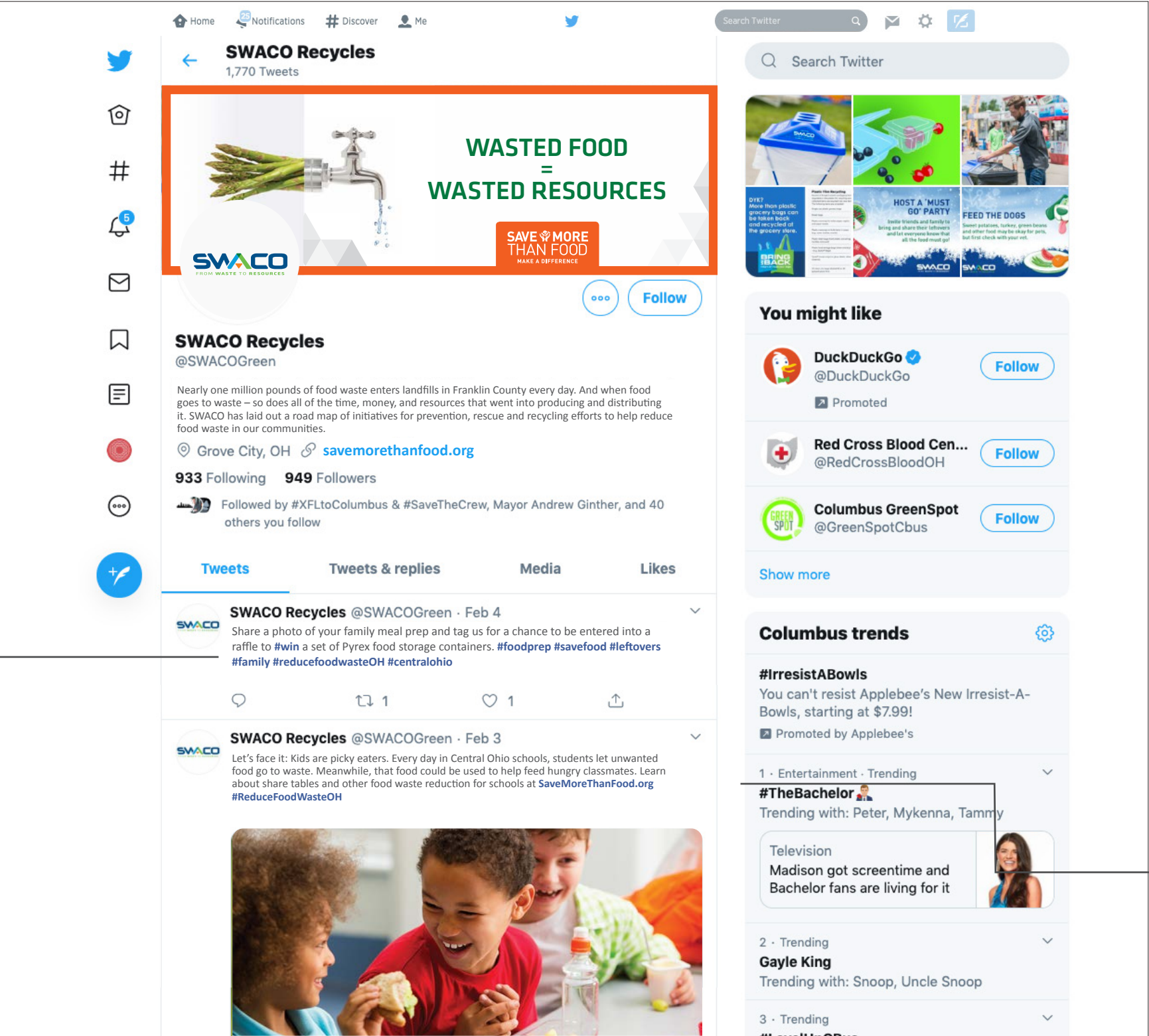
Hashtags are critical in Twitter to help inspire/track conversations. To start discussions, utilize the following hashtags:

- General/Universal
- #SaveMoreThanFood
 - #ReduceFoodWasteOH
 - #CentralOhio
 - #ZeroFoodWaste
 - #StopFoodWaste
 - #NoFoodWaste
 - #ReduceWasteAtHome
 - #ReduceWasteAtWork
 - #ReduceWasteAtSchool
 - #SaveResources
 - #HelpTheHungry
 - #[Organization name]FightsFoodWaste
 - #CommunitiesFightingFoodWaste
 - #RestaurantsFightingFoodWaste
 - #SchoolsFightingFoodWaste

PARTNERING ORGANIZATIONS

Connect with organizations who have a similar mission in posts, always tagging their name in the post so businesses and schools can click through to their organization (below is a starting list to grow)

- Mid-Ohio Food Collective
- Food Rescue US
- Recycle Right
- Franklin County Public Health
- Columbus Public Health
- Love Food Hate Waste
- Save the Food



Utilize the graphics and approach of the *Save More Than Food* campaign to promote different research, messages, and campaigns on Twitter.

SHARING AND CONVERSATIONS

Repost other relevant organizations involved in reducing food waste to help drive retweets and conversations:

- Love Food Hate Waste
- Food Rescue US
- Mid-Ohio Food Collective
- Love Food Hate Waste
- ReFED

Utilize other hashtags that businesses, schools, and consumers would be using in conversations:

- #ReduceFoodWasteOH
- #FoodWastePrevention
- #SaveFood
- #NoFoodWaste
- #CentralOhio

Entice users to post images or respond to discussions through different topics and inquiries.

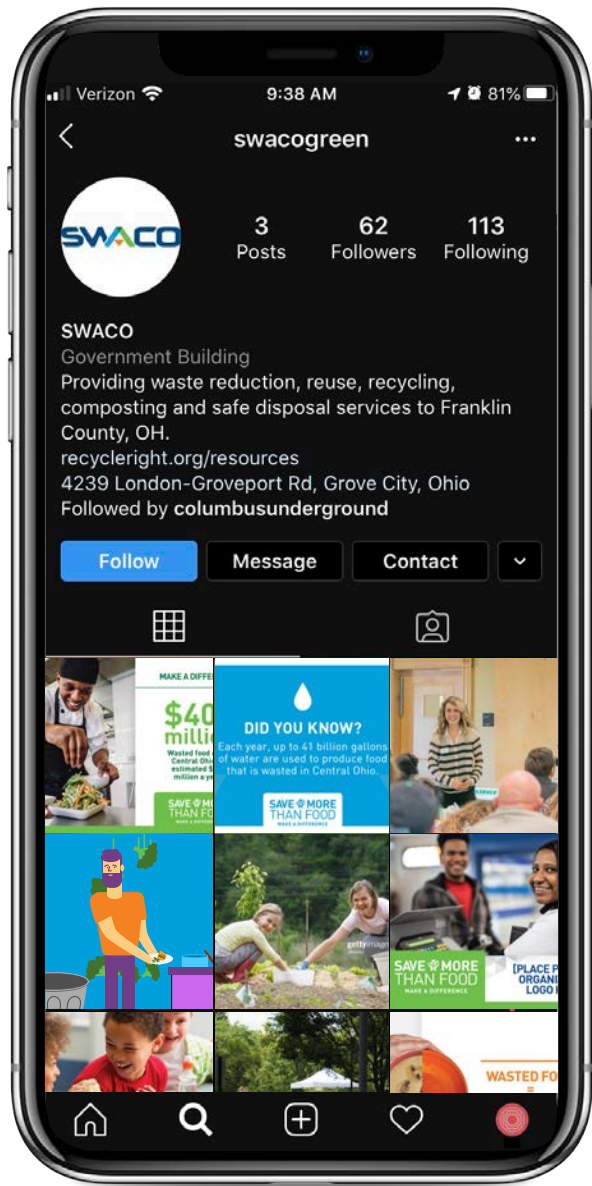
- If a user responds with a question, it is CRITICAL to respond in some positive way, either answering their question or responding to a concern.

Attach a relevant link that will inform the audience to learn more.

Include a graphic image to help promote a post or event to engage the user. If doing so, include a link in the text above for them to learn more.

INSTAGRAM

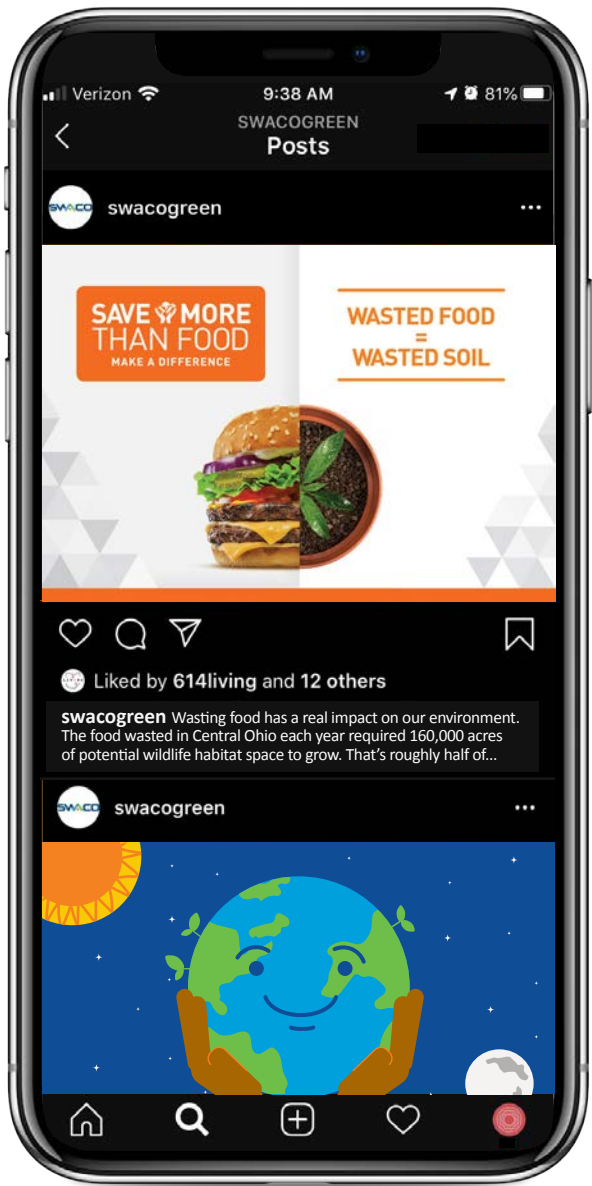
You can utilize assets on the *Save More Than Food* site to brand your Instagram page to better align with our campaign efforts and promote our new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting our messages. (the SWACO Instagram page is used as an example)



Ask Instagram users to post their pictures of their own food waste reduction habits and experiences, including cooking or meal planning, utilizing hashtags relevant to the topic that will help promote the Save More Than Food Initiative:

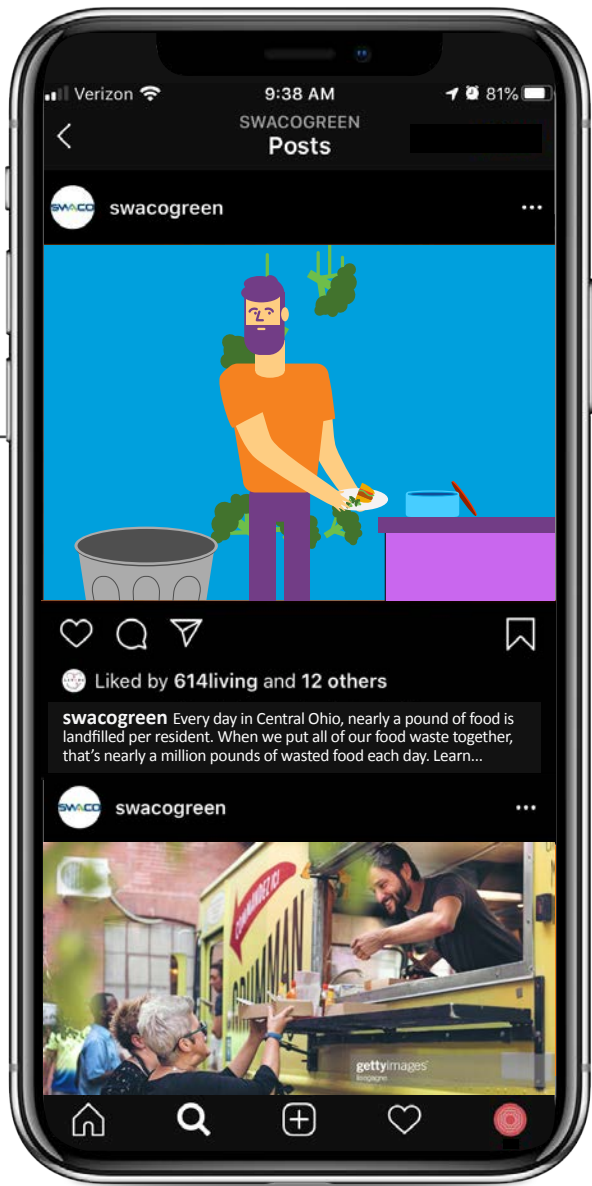
- #SaveMoreThanFood
- #CentralOhio
- #NoFoodWaste

Post pictures to Instagram of current statistics that represent the true cost of food waste; intermixed with quick and simple tips to reduce waste for each target market. Instagram can also be used to show different lifestyle photos of individuals engaging in community events, personal reduction habits, and people who are positively impacted by the decisions of others to make a difference in the community.



Post graphic promotions to Instagram, utilizing hashtags for the organization and activity involved.

Create Instagram giveaway campaigns, encouraging users to repost pictures as part of an incentive campaign, enticing them to enter and be in the running to win prizes.



BLOGGING & EMAIL STRATEGY

With a mission to raise awareness of the issue and provide information on reducing food waste, it’s critical to demonstrate thought leadership by sharing posts from SWACO or developing your own blog/content around the following topics. These can be developed on a monthly basis, or at the frequency of your organization’s choice. Below is a list of topics that can be developed, and are suggested to be leveraged through blog sections of your site, as well as through e-blast strategies and social media posts. (groups are encouraged to re-organize and/or increase frequency as they see fit)

BLOG/E-BLAST 1

Introducing the “Save More Than Food” initiative – what it is and why it matters.

BLOG/E-BLAST 2

A deeper dive into the real costs associated with food waste – money, time & resources.

BLOG/E-BLAST 3

Reducing food waste at home – tips on how individuals can help make a difference.

BLOG/E-BLAST 4

Reducing waste at school – information on policies that schools can implement to save resources.

BLOG/E-BLAST 5

Highlighted Partner – a blog post celebrating the work of The Mid-Ohio Food Collective and how they help reduce food waste in our community.

BLOG/E-BLAST 6

Reducing waste in food businesses – letting restaurants and grocery stores know what they can do to reduce waste and save resources.

BLOG/E-BLAST 7

Getting Involved – highlighting community organizations that need volunteers to help save food resources in Central Ohio.

BLOG/E-BLAST 8

Leftover Recipes – educating individuals on creative ways to turn leftovers into great tasting meals and snacks.

BLOG/E-BLAST 9

Composting Basics – a short tutorial on how homes and businesses can keep unused food out of landfills by composting.

BLOG/E-BLAST 10

Reducing waste at work – tips on making the reduction of food waste a part of your workplace culture.

BLOG/E-BLAST 11

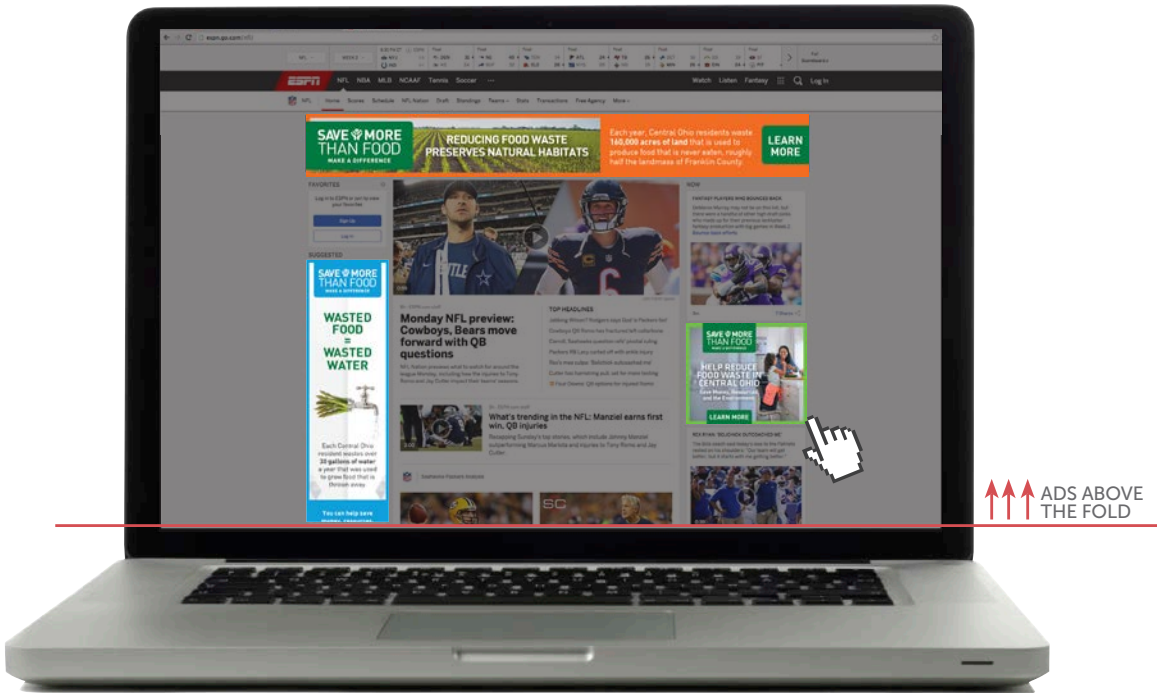
Highlighted Partner – a blog post celebrating the work of Rescuing Leftover Cuisine and how they help reduce food waste in our community.

BLOG/E-BLAST 12

Highlighted Partner – a blog post celebrating the work of Children’s Hunger Alliance and how they help reduce food waste in our community.

DIGITAL ADVERTISING

Below are a few templates of digital ads that you can include on your organization’s website, showing your alignment with the *Save More Than Food* initiative to reduce food waste in the region. (art files for ads can be found on the [SaveMoreThanFood.org](https://www.savemorethanfood.org) toolkit)



SAVE MORE THAN FOOD
MAKE A DIFFERENCE

WASTED FOOD = WASTED WATER

Each Central Ohio resident wastes over **30 gallons of water** a year that was used to grow food that is thrown away.

You can help save money, resources, and the environment by reducing food waste.

LEARN MORE

Digital Ad 160x600 Pixels

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

TRAIN YOUR EMPLOYEES TO HELP REDUCE FOOD WASTE IN CENTRAL OHIO

Earn credit with customers for your food waste reduction work and encourage customers to do their part as well.

LEARN MORE

Digital Ad 120x600 Pixels

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

WASTED FOOD = WASTED OPPORTUNITY

For every meal missed by Franklin County residents, **three meals** are sent to the landfill.

LEARN MORE

Digital Ad 300 x 250 Pixels

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

HELP REDUCE FOOD WASTE IN CENTRAL OHIO

Save Money, Resources, and the Environment.

LEARN MORE

Digital Ad 300 x 250 Pixels

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

Help Reduce Food Waste In Central Ohio
[savemorethanfood.org](https://www.savemorethanfood.org)

You can help save money, resources, and the environment by reducing food waste.

254 x 133 Pixels Paid Facebook Ad

SAVE MORE THAN FOOD
MAKE A DIFFERENCE

REDUCING FOOD WASTE PRESERVES NATURAL HABITATS

Each year, Central Ohio residents waste **160,000 acres of land** that is used to produce food that is never eaten, roughly half the landmass of Franklin County.

LEARN MORE

Digital Ad 728 x 90 Pixels

**SAVE  MORE
THAN FOOD**

MAKE A DIFFERENCE

Questions?

Contact info@swaco.org