




# SOCIAL MEDIA OUTREACH

Show off your garden! Social media is a great place to track the garden's progress, share tips and to post photos of your amazing harvest. You can even set up a dedicated Instagram, X, or Facebook page just for your garden!

## SOCIAL MEDIA GUIDANCE

Different platforms are good for different uses:

-  **Posts:** Inspirational content – photos and captions – that is visually driven.  
**Stories:** Real-time content sharing to create a dialogue with your audience. Use stickers such as polls, questions or quizzes to engage with your audience and gather feedback!
-  Aspirational and informational content that can be more in-depth, i.e. photo galleries or lengthier descriptions.
-  Informational content and real-time trending topics. Best for sharing program newsletters, industry news articles, etc. that can educate others.

## HASHTAGS

A hashtag is a keyword or a phrase used to describe a topic or a theme, and is helpful to organize favorite photos. It automatically becomes a searchable topic when you post using a hashtag on social media, allowing anyone to click on the link to view all posts using that tag. Due to some privacy constraints, hashtags are ideal for Instagram and X. Your school or nonprofit may even have a dedicated hashtag already in existence. If there isn't one already, create one by using your garden or school name.

## HERE ARE SOME IDEAS FOR HASHTAGS

#gardens	#eatarainbow	#farmtoschool
#learning	#educationalgarden	#schoolgarden
#edibleeducation	#healthyeating	#healthylunch
#kidsloveveggies	#growinghealthykids	#eatwell
#onthetable	#wholekids	#saladbars
#honeybees	#grants	#schoolgrants
#healthyteachers	#teachers	#teachersofinstagram

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## PHOTOGRAPHY

You don't need to be a professional photographer to take a stunning photo! Here are some of our favorite tips:

- 1. Turn it sideways:** Take photos and videos horizontally! You'll be able to capture so much more of what you see.
- 2. Less is more:** Try to remove cluttered backgrounds to create negative space. This will help your subject stand out.
- 3. Rule of thirds:** Imagine your photo being divided into two equally spaced vertical lines and two equally spaced horizontal lines. Try to line up your subject or the horizon along these lines or intersections. This will create a more visually appealing composition versus placing your subject directly in the center.
- 4. Bird's-eye view:** Showcasing your garden or bounty of veggies in a top down or aerial view helps to put the audience in the moment as if they were there looking down at your subject. A selfie stick can be a useful, affordable tool to capture this vantage point.

**Don't forget:** If you are posting photos of students make sure you have a photo release that will allow you to do so.

## CONNECT WITH US!

If you would like your garden showcased on our social platforms, tag us on Facebook, Instagram and LinkedIn with **@WholeFoodsMarketFoundation**, on X with **@WholeFoodsFND** or include our dedicated hashtag **#growinghealthykids**. Don't be shy - we love hearing from you!

