



SAMPLE SOCIAL MEDIA POSTS FOR FACEBOOK, INSTAGRAM & TWITTER (AS WELL AS A FEW INDUSTRY-SPECIFIC POSTS)

FACEBOOK & INSTAGRAM POSTS

#DYK we're in a fruit and veggie consumption crisis? New research from @fruitsandveggies reveals #fruit and #vegetable eating is eroding – dropping by nearly 10% since 2004. It's all about making it EASY to feel good and be successful with new fruit and veggie habits. Check out tips + tricks to enjoy more fruits and veggies – in all their glorious forms – to boost our #health + #happiness. #haveaplant <http://bit.ly/37wXeMr>

Goodness Gracious GRAPE Balls Of Fire! New research from @fruitsandveggies shows people only eat #veggies once each day – and #fruits even less! It's about creating habits that can EASILY be REPEATED, like adding dried fruit to your trail mix snack or canned and frozen veggies to pasta dishes. What's your favorite way to #haveaplant? Sharing is caring when it comes to fruit and veggie success. <http://bit.ly/37wXeMr>

Great news: NEW @fruitsandveggies research shows more than half of adults WANT to eat more #fruits and #veggies. If sweet dreams are made of peas, how can we turn this dream into a reality? Here's a Plan, Have A Plant@! Map your day and week with snacks and meals that include all forms of fruits + veggies as the stars. Maybe it's adding canned #tomatoes to a sauce or 100% juice to a salad dressing. What's your favorite way to Have A Plant@? #haveaplant <http://bit.ly/37wXeMr>

Get this. New research from @fruitsandveggies shows that while people are eating more fresh produce, other forms of #fruits and #veggies (think frozen, canned, dried, 100% juice) are going down. All forms count when it comes to #fruits and #veggies for health and happiness. Kickstart your day with 100% juice or keep dried fruit in the car for fast on-the-go snacks. You can count on all fruits and veggies when you #haveaplant <http://bit.ly/37wXeMr>



#DYK eating more #fruits and #vegetables can boost your mood? #fruits and #veggies really are food rooted in a better mood. One way to get more: Repeat, repeat, REPEAT to turn eating more #fruits + #vegetables into a healthy, happy habit. Start one meal with a fruit or veggie to balance out your day and celery-brate good times, come on! #haveaplant <http://bit.ly/37wXeMr>

Let's get real: we feel better when we eat delicious meals with more #fruits and #veggies. @fruitsandveggies research found our fruit and veggie eating occasions are down nearly 10% since 2004 – but we've got your back on this! We're talkin' about using alllll the veggies in that stir-fry or whipping up a delicious breakfast smoothie to pack in lots of fruits AND veggies, in any form, to feel energized for the day ahead. So, pump up the yam and wok this way to take small, simple, satisfying steps towards #health + #happiness! #haveaplant <http://bit.ly/37wXeMr>

Want in on a secret? We thought so! New research from @fruitsandveggies says we all need help keeping it easy peasy to enjoy more #fruits and #veggies. Here's a plan: (1) Repeat, repeat, REPEAT! Repetition forms habits for long-term behavior change. (2) Consume more often! Sounds like a no-brainer but the more often you eat #fruits and #vegetables in a week, the more likely you are to keep it up over time, period. (3) Start with fruits and veggies as your first bites during at least one meal a day. This is how we dew it! #haveaplant <http://bit.ly/37wXeMr>

Dropping in for a #FunFact: Research from the @fruitsandveggies shows that #juice intake has declined among ALL age groups, especially among young children. Let's turn this beet around and start by making the doing EASY. If you're not a juice drinker in the morning, no worries! Try adding 100% #fruit or #vegetable juice to a smoothie, or freeze 100% juice in an ice cube tray and pop it like it's #HOT to add some color + flavor to your water. Now that's something we can get behind! #haveaplant <http://bit.ly/37wXeMr>

#DYK: Young kids are eating less fruit according to new research from @fruitsandveggies. Trust us, we get it. We know it's tough and you need easy ideas to make this happen. Simply starting family dinner with a #veggie or #fruit can make a big difference. Or feeding fruit or veggies as a pre-dinner snack when everyone's asking, "is it ready yet?" We all want to win at this family meal thing and #fruits and #veggies can help you be a hero, even after that long day. #haveaplant <http://bit.ly/37wXeMr>



TWITTER POSTS

New research from @Fruits_Veggies reveals #fruit and #vegetable eating is eroding, dropping by nearly 10% since 2004. Good news? This is easy peasy! Create habits that can be easily repeated like starting 1 meal with a fruit or veggie. #haveaplant

#DYK @Fruits_Veggies research found fruit & veggie eating occasions are down 10% since 2004. We can turn this around! Have a Plan, Have A Plant®. Map your week with snacks & meals that include all forms of fruits + veggies as the stars. #haveaplant

#FunFact: @Fruits_Veggies research shows that compared to other foods, people eat #veggies because they're #healthy and they have them handy. But we're not eating enough. Start 1 meal with veggies each week, then REPEAT. #haveaplant

INDUSTRY-SPECIFIC POSTS

We've done our homework and read @fruitsandveggies' new *State of the Plate: America's Fruit and Vegetable Consumption Trends* research. The most shocking? *[insert most surprising key message/statistic here]* Let's keep it simple! Start with *[insert product here]*. *[insert tip on how to incorporate product into meals/snacks]* That's just one easy, yet delicious way we can #haveaplant

[insert company/organization name] are jumping on @fruitandveggies' #haveaplant bandwagon! Grab some *[insert product here]* and follow these 3 easy steps: 1) Make the Doing Easy!, 2) Have a Plan, Have A Plant®, and 3) Repeat. Repeat. REPEAT! #haveaplant

It's time to focus on the FEELS. New @fruitsandveggies research shows people say they eat #veggies because they're #healthy and have them on hand. #DYK eating more #fruits + #veggies like *[insert product here]* can also boost your mood? You betcha! *[insert tip on how to incorporate product into meals/snacks]* and don't forget to have an extra #plant or two while you're at it. #haveaplant