

## Social Media Toolkit

**Purpose:** Social media platforms are used by millions of people across the world directly via personal mobile devices, which was shown in research to best reach the intended target audience. Social media has the potential to reach not only food workers directly, but other influencers and change makers that can help amplify the message.

**Recommended Copy / Posting Language and Imagery:** Recommended language and downloadable images for sharing the toolkit products on Facebook and Instagram is provided below.

<i>Suggested Copy:</i>	
1	Did you know that COVID-19 vaccines are now free for all people living in the United States, regardless of a person's immigration or health insurance status? The more people who receive the COVID-19 vaccine, the sooner we can help keep our loved ones safe as well as those who are more vulnerable in our communities.
2	Restaurant and grocery workers have been on the frontlines since the beginning of the pandemic. The recently published Food Worker COVID-19 Health Safety Toolkit equips food workers and managers with the information they need to keep themselves safe as businesses begin to reopen.
3	Top COVID-19 safety tips for grocery and restaurant store workers. Learn more about how to keep your employees safe and businesses open by visiting the recently published toolkit today!
4	Food industry workers have been working on the frontlines since the beginning of the pandemic, without the luxury of being able to work from home. Check out the recently published Food Worker COVID-19 Health Safety Toolkit. Keep food workers safe today!
5	Now that vaccines are free for all people living in the United States and businesses begin to reopen, it is important that we continue to keep food industry workers safe. The recently published Food Worker COVID-19 Health Safety Toolkit can be used to keep food businesses healthy and open.
6	Now that vaccines are free for all people living in the United States and businesses begin to reopen, it is important that we continue to keep grocery and restaurant workers safe, who have been working on the frontlines since the beginning of the pandemic. Download the recently published Food Worker COVID-19 Health Safety Toolkit today.

Visual Assets (Click to Download):

