Safety First Social Media Toolkit

Overview: Restaurant industry leaders, convened by the Aspen Institute’s Food & Society Program, have released the first national indoor dining safety guidelines, which streamline and standardize the most essential recommendations by scientists and public health officials to create and maintain safe indoor dining standards as restrictions are lifted across the country. The new guidelines, called Safety First, were authored primarily by Dr. Sam Dooley, a retired infection-control specialist who spent 32 years at the CDC, in partnership with the leading restaurant industry groups, including the James Beard Foundation, the National Restaurant Association, José Andrés’ World Central Kitchen, the Independent Restaurant Coalition and One Fair Wage.

Handles:
- Twitter: @AspenFood @CKummer @AspenInstitute @beardfoundation @IndpRestaurants @WCKitchen @WeRRestaurants @onefairwage
- Facebook: @AspenInstitute @WeRRestaurants @IndpRestaurants @beardfoundation @WorldCentralKitchen @onefairwage
- Instagram: @aspeninstitute @werrestaurants @wckitchen @beardfoundation @IndpRestaurants @1fairwage_official

Link: www.aspeninstitute.org/programs/food-and-society-program/safety-first

Hashtag: #SafetyFirst

Suggested Copy:
- Twitter: Indoor dining can only return safely if we all follow these simple rules. Thanks to @AspenFood + @CKummer for bringing the industry together behind #SafetyFirst @AspenInstitute @beardfoundation @IndpRestaurants @WCKitchen @WeRRestaurants @onefairwage www.aspeninstitute.org/programs/food-and-society-program
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- Instagram: Indoor dining can only return safely if we all follow these simple rules. Thanks to @AspenInstitute for bringing the industry together behind #SafetyFirst - link in bio. @aspeninstitute @werrestaurants @wckitchen @beardfoundation @1fairwage_official

Visual Assets (click to download):

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