



Maine Food – Too Good to Waste

## **Social Media Toolkit for Stakeholders**

### **Food Rescue MAINE**

#### **What is Food Rescue MAINE? What is our goal?**

*For Maine consumers and importantly future consumers, the Food Rescue MAINE brand provides sustainable, triple bottom line solutions to end food waste based on stakeholder insights and UMS/Mitchell Center research.*

#### **How can I get involved?**

- We would love for our stakeholder to engage not only with our students, but with the content that we create. An easy way to do this is to help promote our social media with your own organizations. This toolkit will go through step by step instructions on how to help support Food Rescue MAINE.

#### **How can I get involved with our social media?**

- Simple ways to promote Food Rescue MAINE includes sharing our posts, reposting, or shouting us out on your social media platforms. You can also create your own posts to help support Food Rescue MAINE.

#### **How do I share a post?**

- IG: Click the three dots (...) next to the profile name at the top of the post. You will have the option to report, copy link share to..., turn on post notifications, hide and unfollow. Click on share to... and send to any contacts you'd like!
- FB: Look at the bottom of the post. You will see the option to like, comment, and share. Click on share. You will see 7 different sharing options- you can choose whichever one fits your Facebook needs the most. One of the easiest ways to share is simply by clicking: share now (friends), the first option out of the 7. This will "repost" our content on your own Facebook page. You can also invite individuals to view a post on Facebook through this method.
- Twitter: Similarly to Facebook, Twitter has its share button at the bottom of the post. Click share, and either click on "send via direct message" (this will share on Twitter), or "share tweet via..." and then send out your tweet to any contact you'd like.



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- TikTok: On the sidebar, click on the share button (underneath the like and comment button). This will allow you to send to other TikTok members or on other platforms. You can choose whichever method you would prefer.

### **How do I repost something?**

- IG: You have to download a third party app to repost for Instagram. If you are interested in taking an additional step to do this for Food Rescue MAINE, check out [this](#) link. If you don't want to do this, you can screenshot Food Rescue MAINE's Instagram post and shout us out on your Instagram story.
- FB: Look at the bottom of the post. You will see the option to like, comment, and share. Click on share. You will see 7 different sharing options- the same from the "sharing" section above. To repost to your page, either click "share to news feed" or "share to a page."
- Twitter: Look towards the bottom of the post. Next to the "heart" button, there is a "retweet" button. Click on retweet.
- TikTok: On TikTok, the main way to "repost" something is by dueting the video. You can do this by clicking share, then clicking duet at the bottom of the "share to" option.

### **What's the difference between sharing and reposting?**

- Sharing: You can "share" our posts with friends, family, and peers. This helps promote Food Rescue MAINE on a personal level.
- Reposting: When you "repost", you promote our social media on your own platform. Our content is now on your pages, so your audience can see what we are collaborating on.

### **How do I follow Food Rescue MAINE's branding on social media?**

- Check out the [FRM Branding Guide](#) as well as our [Social Media Brand Identity](#) to find out what qualifies as an 'on brand' post.

### **Can I use your post format for my own posts?**

- Yes, check out our Stakeholder Posts to find out how to use our posts on Canva.



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**How will I benefit?**

- Food Rescue MAINE aims to honor our stakeholders' interactions. Our goal is for you to feel good about the content that you're sharing, we want to give you content of value that you yourself benefit from posting. This is not a one way channel; if there's more we can do, don't hesitate to reach out. We always appreciate feedback :-)