



Overview & Tip Sheet for Educators

Let's make an impact together! Delight your social media followers and share important food safety info!

BAC Fighter Social Media Tips

- Share [The Story of Your Dinner graphics](#) on your organization's social media channels and encourage consumers to visit the website for recipes, food safety resources and kid-friendly downloads.
- Share PFSE's messages in one of two ways:
 1. Copy and paste the suggested posts from this Social Media Calendar with the accompanying image or video. You can customize the text to fit your brand and content strategy, but please always use the specified image and hashtag **#StoryofYourDinner**.
 2. Share or retweet PFSE's posts from [Facebook](#) and [Twitter](#).
- In addition to Facebook and Twitter, you can also use this content for other social channels, such as Pinterest, Instagram, Tumblr, YouTube, Snapchat, LinkedIn and any other channel you use.
- Please always use the hashtag **#StoryofYourDinner** to unify all BAC Fighter messages and help track conversations.

Best times for posting:

Facebook

- Wednesdays – 11 a.m. and 1 p.m. (Wednesdays are best overall)
- "Safest" times: Weekdays 9 a.m. to 3 p.m.
- Evenings, early mornings and Sundays = least amount of engagement

Instagram

- Wednesdays – 3 p.m. (Wednesdays are best overall)
- Fridays – 10 to 11 a.m.
- "Safest" times: Tuesday through Friday from 10 a.m. to 3 p.m.
- Sunday = least engaging day

Twitter

- Wednesday – 9 a.m. (Tuesdays and Wednesdays are best overall)
- Friday – 9 a.m.
- "Safest" times: Monday through Friday from 8 a.m. to 4 p.m.
- Saturday = least engagement

Not all your Facebook page followers will see each of your Facebook posts. You may also consider paying Facebook a small fee to “boost” select posts to ensure they attract more viewers.

For more information on the best times to post to social media, check out [Best Times to Post on Social Media: 2020 Industry Research](#).

News Media Pitching Tips

General pitching tips...

- Check your local media’s past health and food safety stories. Do they often quote or feature health/ food safety experts? Reach out to those experts with information as well, enlisting their help in talking about food safety in their future interview segments.
- Feel free to modify the quotes and text in the news release to make them your voice or use our template to create your own press release.
- Offer up a food safety expert as a spokesperson.
- Mention National Food Safety Education Month (September) to encourage timely stories on food safety such as often-forgotten food safety steps.
- Revisit your local media contacts closer to the holidays with the angle, “Hosting a holiday feast this year? Let us help you get a safe and delicious meal on the family table.”
- Pitch your media contacts early - especially during the holiday season when media are very busy.

If you are pitching TV...

- Offer to visit their studios to prepare one of [The Story of Your Dinner recipes](#) to showcase the food safety steps. The station can carry the downloadable recipe on their website for their viewers.
- Consider partnering with local health organizations and agencies to promote *The Story of Your Dinner*. Together you can talk about all that is done to help prevent foodborne illness. Pitch segments and interviews that can take place at those organizations.

If you are pitching radio...

- Offer to add giveaways to listeners as part of your interview, as commercial radio stations favor presenting live giveaways during the segment.

If you are pitching newspapers, online news sites or bloggers...

- Offer up recipes that incorporate food safety steps, as these media are always hungry for recipes.

Questions – we’re here to help you!

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