Partnership for Food Safety Education

Social Media Toolkit:
A Quick Guide

Partnership for Food Safety Education

www.fightbac.org

Why Social Media?

53% of U.S. adults

get their news from social media

(Pew Research)

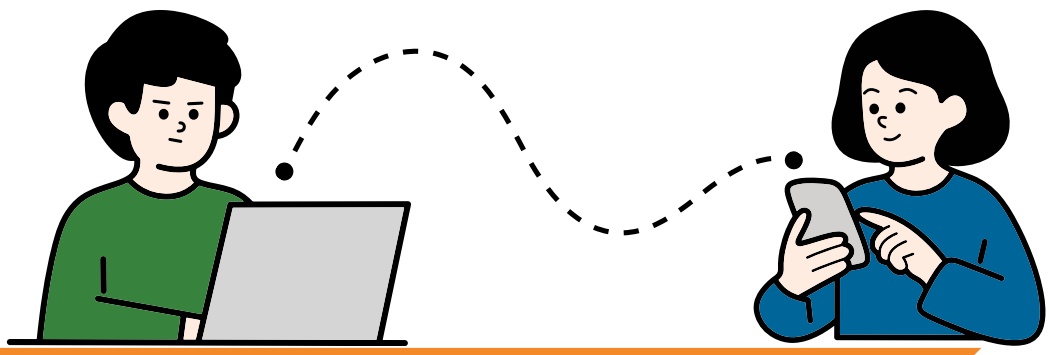
84%
use YouTube
(Pew Research)

71%
use Facebook
(Pew Research)

50%
use Instagram
(Pew Research)

37%
use TikTok
(Pew Research)

Just so you know younger adults get their news more from TikTok and Instagram, while Facebook still has the broadest reach across age groups. Keep things like this in mind when deciding where to post! (Pew Research)



The DO's and DON'Ts of Hashtags

Including hashtags in your posts means you are partaking in a conversation happening on social media, making your posts visible to non-followers.

DON'T use any spaces, punctuation, or symbols when creating a hashtag

DO ensure your accounts are public, or only your followers will see your posts

DON'T string too many words together; the best hashtags are short and memorable

DO use relevant and popular hashtags; if it's too obscure, it will be hard to find

TOP FOOD SAFETY HASHTAGS

#fightbac
#BACFighters
#foodsafety
#foodsafetymatters
#checkyoursteps
#saferecipes
#handhygiene
#consumersafety

Some Tips and Tricks

1 Write Simple Alt Text

Add a short, plain-language description to your images so those using screen readers can access your content too.

2 Post When Your Audience is Active

Check your platform's built-in insights to see when your followers are online and post around those times.

3 Keep Language Accessible

Write for a general audience (about 7th grade reading level) and keep sentences short and easy to scan on a phone screen.

4 Check Your Analytics Regularly

Review who you're reaching, what post times get the most engagement, and which content performs the best. Use it to spot gaps and grow your following over time.

5 Tag @FightBAC

Tagging PFSE gives your post a chance to be seen and reshared, extending your reach beyond those who already follow you.

6 Follow Trusted Food Safety Voices

Follow food safety organizations and educators, like PFSE, you trust for reliable content ideas and inspiration