



SOCIAL MEDIA TOOLKIT

TV campaign launches Saturday 17th February 2024

Schools' programme launches 19th February 2024

CORE CREATIVE IDEA

The core creative idea for social media and schools this year is THE BIG CHOMP. We'll be encouraging kids to get those gnashers to work defeating those veg one big bite at a time, and we are planning some great chomp visuals and fun. Chomping on raw veg is also excellent for dental health – so double win! We have a short fun BIG CHOMP video for promoting on social media – which you can find here:



https://drive.google.com/drive/folders/1wolPyp4rVTyX1woxm2CZD7OTphu0wo_p?usp=sharing

SOCIAL MEDIA

Our campaign is about everyone coming together - parents, carers, catering teams, schools, local government, nutritionists, retailers and celebrities - to help get kids eating more veg. Social media is where that community meets to support and inspire each other.

We will be using our **#EatThemToDefeatThem** hashtag which has been posted 51,000 times by over 14,000 different users including celebrities, top chefs, our sponsors and partners and, most importantly, thousands of caterers, schools and families who have shared their success and fun with the campaign. Overall, we have reached over 500m accounts on social media but **need your help to keep it going.**

HOW CAN YOU SUPPORT?

If you are a supporter...

e.g. Sponsors, nutritionists, chefs, public health specialists etc.

To help create excitement and support the launch we'd love you to post about Eat Them to Defeat Them during launch week - w/c 19 February.





We've drafted these suggested posts:

Launch Post – if your audience are schools, caterers, and other professionals...

#EatThemtoDefeatThem is back and ready to get more kids eating veg! Look out for the new theme - THE BIG CHOMP. Can't wait to see those veg defeated. Campaign resources on Eatthemtodefearthem.com

Launch Post – if your audience is parents & carers...

#EatThemtoDefeatThem has returned, get your kids ready to munch, crunch and chomp those veggies. Top tips, fun and prizes at Eatthemtodefearthem.com Join The Big Chomp **#EatThemToDefeatThem**.

Images

Please access the social media assets we have prepared here:

https://drive.google.com/open?id=1wm7FnISuRO_DbeziEiMeSpu2hjULpSF&usp=drive_fs. This includes this image in multiple sizes, a very cute video of kids chomping vegetables and the Eat Them to Defeat Them TV advert.

Sharing & Cheering

This campaign is all about kids having fun and eating veg – please join us in celebrating and supporting teachers, school caterers and parents. Any support to champion them – like, share, comment – would be most welcome!

Follow **#EatThemToDefeatThem**

If you are a schools or caterers...



We'd love you to share your victories with our new theme THE BIG CHOMP via your social channels. We'd love to see munching and crushing, tearing and chomping - whether it's a delicate nibble on a celery stick or a massive chomp on some broccoli we'd love to see kids having fun as they take down the veg!

Don't forget the hashtag **#EatThemToDefeatThem**.

Massive thanks to our main campaign sponsors Aldi, Birds Eye, Co-op, Sainsbury's and Tesco and the many schools, community groups and caterers supporting us with their commitment and passion.

You can follow the campaign:

  @VegPowerUK   @SimplyVeg UK

