



# Social Media Toolkit

**Schools' programme launches 10th March 2025**

*Please scroll down for the Welsh language version*

## 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 over 52,000 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 as it takes place in schools the week of 10th March 2025.

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! Find fun, games and campaign resources on [Eatthemtodefearthem.com](http://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](http://Eatthemtodefearthem.com)**

### **Images**



Please access the social media assets we have prepared here:

[https://drive.google.com/drive/folders/1VizqZmy3tmhmOX1q-qlvx8JNLqx6BUJr?usp=drive\\_link](https://drive.google.com/drive/folders/1VizqZmy3tmhmOX1q-qlvx8JNLqx6BUJr?usp=drive_link)

### 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 school or caterer...

We'd love you to share your victories 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 want to see kids having fun as they take down the veg!

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

-----

Massive thanks to our main campaign sponsors Co-op and Sainsbury's and the Welsh Government for funding the campaign in Wales. And of course, the many schools, community groups and caterers supporting us with their commitment and passion.

You can follow the campaign:

 @VegPowerUK

**#EatThemToDefeatThem**



# Canllaw Cyfryngau Cymdeithasol

Rhaglen ysgolion yn cychwyn 10fed Mawrth 2025

## Cyfryngau Cymdeithasol

Mae ein ymgyrch yn dod â phawb at ei gilydd - rhieni, gofalwyr, timoedd arlwyo, ysgolion, llywodraeth leol, maethegwyr, adwerthwyr ac enwogion - i helpu plant i fwyta mwy o lysiau. Ar gyfryngau cymdeithasol mae'r gymuned yn cwrdd i gefnogi ac ysbrydoli ei gilydd.

Byddwn yn defnyddio'r hashnod yn Saesneg **#EatThemToDefeatThem** sydd wedi ei bostio dros 52,000 o weithiau gan 14,000 o ddefnyddwyr gwahanol yn cynnwys enwogion, cogyddion, ein noddwyr a phartneriaid, ac yn fwy pwysig, miloedd o arlwywyr, ysgolion a theuluoedd sy'n rhannu eu llwyddiant a hwyl gyda'r ymgyrch. Yn Gymraeg yr hashnod yw **#Bwyta'rLlysiau i'w Llethu**. Rydym wedi cyrraedd dros 500m o gyfrifion ar gyfryngau cymdeithasol ond rydym angen eich help i gadw hyn i fynd.

## SUT ALLWCH CHI GEFNOGI?

Os ydych chi'n gefnogwr...

e.e. Noddwyr, maethegwyr, cogyddion, arbenigwyr iechyd cyhoeddus ayyb.

I helpu creu'r cyffro a chefnogi lawsnio'r cynllun byddem wrth ein bodd os allwch chi bostio am Bwyta'r Llysiau i'w Llethu wrth iddo ddigwydd mewn ysgolion wythnos y 10fed o Fawrth 2025.

Rydym wedi drafftio y negeseuon yma:

**Post lawsnio – os mai ysgolion, arlwywyr a staff proffesiynol arall yw eich cynulleidfa...**



Mae #BwytarLlysiauiwLlethu yn ôl ac yn barod i gael eich plant i fwyta mwy o lysiau! Dewch o hyd i hwyl, gemau ac adnoddau ymgyrch ar [Eatthemtodefearthem.com](http://Eatthemtodefearthem.com)

#EatThemtoDefeatThem is back and ready to get more kids eating veg! Find fun, games and campaign resources on [Eatthemtodefearthem.com](http://Eatthemtodefearthem.com)

**Post lawnsio - os mai rhieni a gofalwyr yw eich cynulleidfa...**

Mae #BwytarLlysiauiwLlethu wedi dychwelyd! Mae'n amser i'r plant grenshio, brathu a malu'r llysiau. Cyngor, hwyl a gwobrau ar [Eatthemtodefearthem.com](http://Eatthemtodefearthem.com)

#EatThemtoDefeatThem has returned! Get your kids ready to munch, crunch and chomp those veggies. Top tips, fun and prizes at [Eatthemtodefearthem.com](http://Eatthemtodefearthem.com)

### Lluniau

Gallwch weld yr asedau cyfryngau cymdeithasol yma:

[https://drive.google.com/drive/folders/1VizqZmy3tmhmOX1g-glvx8JNLqx6BUjr?usp=drive\\_link](https://drive.google.com/drive/folders/1VizqZmy3tmhmOX1g-glvx8JNLqx6BUjr?usp=drive_link)

### Rhannu a Chefnogi

Mae'r ymgyrch yma ynglyn â phlant yn cael hwyl a bwyat llysiau - ymunwch â ni yn dathlu a chefnogi athrawon, arlwywyr ysgolion a rhieni. Mae dangos cefnogaeth - hoffi, rhannu a gadael sylw - yn helpu yn fawr! Dilynwch **#EatThemToDefeatThem** **#BwytarLlysiauiwLlethu**

### Os ydych chi'n ysgol neu arlwywyr...

Byddwn wrth ein bodd os allwch chi rannu eich buddugoliaethau ar gyfryngau cymdeithasol. Ry'n ni eisiau gweld crenshio a brathu - blasu bach o brocoli neu malu moron - ry'n ni eisiau gweld plant yn cael hwyl wrth iddyn nhw drechu'r llysiau!

Peidiwch anghofio'r hashnod **#EatThemToDefeatThem** / **#BwytarLlysiauiwLlethu**

-----

Diolch o galon i brif noddwyr yr ymgyrch Co-op a Sainsbury's ac i Lywodraeth Cymru am ariannu'r cynllun yng Nghymru. Ac wrth gwrs i'r holl ysgolion, grwpiau cymunedol ac arlwywyr am gefnogi ni gyda eu ymroddiad ac angerdd.

Gallwch ddilyn yr ymgyrch:

 @VegPowerUK

**#EatThemToDefeatThem**

**EAT THEM  
TO DEFEAT THEM**

**BWYTA'R LYSIAU  
I'W LLETHU**

#BwytarLlysiauIwLlethu