



Social Media Toolkit

Schools' programme launches 10th March 2025

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

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

Images

Please access the social media assets we have prepared here:

https://drive.google.com/drive/folders/1VizqZmy3tmhmOX1g-glvx8JNLqx6BUJr?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 many schools, community groups and caterers supporting us with their commitment and passion.

You can follow the campaign:

 [@VegPowerUK](#)

[#EatThemToDefeatThem](#)