



SOCIAL MEDIA TOOLKIT

For ABA Members – November 2018



www.americanbakers.org/BreadMonth

NOVEMBER IS NATIONAL BREAD MONTH

ABA:

- Aims to educate consumers about the health benefits, flexibility and convenience of grain foods.
- Demonstrates that healthy eating patterns, which include grains, can easily fit into an individual's lifestyle, acknowledging diverse cultural backgrounds, tastes and budgets.
- Strives to ensure that you, as a member, have the opportunity to lead informed communication about why grain foods are nutritious, delicious and economical and why they're a food staple for November and throughout the holiday season. We want your products to be recognized and consumed!



WHY SHOULD MY COMPANY PARTICIPATE?

- Research suggests that the consumption of grain foods contributes to a healthy lifestyle, and incorporating the recommended amount of grains into a diet delivers necessary nutrients.
- ABA, in partnership with the Grain Foods Foundation (GFF) is providing you, as a member, with convenient social media messages and ideas for your product to convey this research with a relevant, seasonal approach.
- Cohesive, cross-industry messaging is important. The more members can share the benefits of grain-based foods, the stronger the baking industry will become!



WHEN DOES MY COMPANY PARTICIPATE?

- November 3, 2018 – National Sandwich Day (slide 11)
 - November 12, 2018 – Veterans' Day (slide 12)
 - November 22, 2018 – Thanksgiving
 - All of November – Thanksgiving preparations, entertaining and leftovers involve bread!
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- **Use Facebook, Twitter, Instagram or your choice of social media!**



HOW DOES MY COMPANY PARTICIPATE? USE THE LOGO!

Use the National Bread Month logo to demonstrate your support! Multiple file sizes are located on the [ABA website](#). Use it for:

- Email signatures
- Website or newsletters
- Social media

ABA will be posting on social media daily! Share ABA's messages for a quick way to engage, or just use #BreadMonth.



HOW DOES MY COMPANY PARTICIPATE? USE SOCIAL MEDIA!

- 1) Select a **Message** from the next few slides that capture grains' benefits! Use a statistic, and combine it with your own promotional message for your brand(s). Tie it in to Thanksgiving entertaining, the Thanksgiving meal or post-Thanksgiving leftovers.
- 2) Use a **Photo** in from the toolkit if it applies to your brand, OR use your own product!
- 3) **Tag** @AmericanBakers on Twitter and Instagram or @AmericanBakersAssoc on Facebook so ABA can retweet or share your message to the industry!
- 4) Add a **Hashtag**.
 - #BreadMonth
 - #GetGrains
 - #AmericanBakers
 - #MyPlate – only applies to <https://www.choosemyplate.gov/>



HOW DOES MY COMPANY PARTICIPATE? LEVERAGE THANKSGIVING!

- Your product likely serves a huge part in the Thanksgiving meal! Remember Thanksgiving Day is only one part of all Thanksgiving celebrations.
- **Plant the seed for consumers to use your product in entertaining prior to Thanksgiving and in Thanksgiving leftovers.**
- Thanksgiving sandwiches have become a social media phenomenon. Play up traditional uses of your product, whether for dinner rolls, stuffing or desserts, but consider highlighting how they can be used to build a Thanksgiving sandwich that will be photographed for social media by consumers!



MESSAGES

- According to USDA's MyPlate, 50% of the grains you consume should be whole grains. Aim for a 50/50 balance of whole and enriched grains for a healthy lifestyle!
- Eating breakfast improves concentration, helps with weight control, boosts energy levels and provides strength and endurance.
- Grain foods, like bread, rolls and bagels are a great way to begin the day because, as complex carbohydrates, they provide essential fuel for our bodies. The Dietary Guidelines for Americans recommends 6 grain servings a day with at least half being whole grains.
- Only one-third of U.S. women of childbearing age consume the recommended amount of folic acid from their diet, which can result in birth defects like spina bifida and anencephaly. Women of childbearing age need to ensure they consume enough enriched grains, which contain this key nutrient.

MESSAGES FROM GFF

ADDITIONALLY USE #EATBREADAGAIN AND #ENJOYGRAINLIFE

- It's what's between the bread that accounts for most of the calories, fat and sodium in a sandwich, NOT the bread! Build a better sandwich starting with bread! – Grain Foods Foundation
- According to Grain Foods Foundation's Dr. Glenn Gaesser, PhD, "Physically active individuals also need to fuel their bodies. The best fuel for your muscles is carbohydrates, and that is also true for your brain." Research shows that consuming carbs is linked to a positive lifestyle! Both whole and enriched grains are essential in meeting daily recommended nutrients – Grain Foods Foundation
- Grain-based foods account for less than 15% of calories in the total diet! – Grain Foods Foundation
- Wholesome, nutritious, delicious and enriched grain-based foods provide many nutrients Americans are missing from their diets, such as fiber, folate and iron. – Grain Foods Foundation

MESSAGES FROM GFF

ADDITIONALLY USE #EATBREADAGAIN AND #ENJOYGRAINLIFE

- "It's all about balance. The 2015-2020 Dietary Guidelines for Americans recommend making sure at least half of your grains are whole. Enriched grains and whole grains each have unique health benefits, so for optimal health, it is important not to exclude either category." - Sylvia Melendez-Klinger, MS, RD of Grain Foods Foundation
- A whopping 95% of Americans do not meet fiber intake recommendations. Since grain-based foods are the largest source of fiber in the diet of most Americans, ensuring a diet rich in carbohydrates is important for a healthy lifestyle. – Grain Foods Foundation
- Enriched grain-based foods provide numerous nutrients for a healthy lifestyle: fiber, Vitamin E, Potassium, Folate, Iron, Vitamin A, Calcium, Vitamin D, Magnesium – Grain Foods Foundation

NATIONAL SANDWICH DAY – NOVEMBER 3, 2018

- National Sandwich Day is the perfect day to display how your product can be used to build a sandwich! Whether you produce tortilla, pita, crackers, croissants, English muffins or traditional bread, consumers can creatively use your baked goods for a delicious snack or meal.
- **Easy ways to participate:**
 1. Take a photo of your team with your product OR a photo of your product that shows its most delicious qualities that are selling points (texture, color, softness, etc.)
 - **Tip:** Take the photo on a downward angle with enough lighting for the best result!
 2. Name a way consumers can make your product a part of their upcoming holiday celebrations OR use one of the **Messages** included in this toolkit
 3. Use #BreadMonth, #GetGrains, #AmericanBakers You can also use #MyPlate if you are working with <https://www.choosemyplate.gov/> resources
 4. Tag @AmericanBakers on Twitter or @AmericanBakersAssoc on Facebook so that ABA can retweet or share your message to the industry!

VETERANS' DAY – OBSERVED MONDAY, NOVEMBER 12, 2018

- You may not think of Veterans' Day as a day important to the baking industry, but the industry supports veterans in many different ways. Does your company employ veterans? Does your company participate in a community service day that provides resources to veterans? If your company supports veterans, ABA wants to know about it and wants to share your message.
- On Twitter or Facebook, tell your followers what your company does to support veterans. Tag @AmericanBakers on Twitter or @AmericanBakersAssoc on Facebook so that ABA can retweet or share your message!
- Sharing your social responsibility in serving the nation is meaningful and is important to share with the public.

SAMPLE SOCIAL MEDIA POSTS

- Happy National #BreadMonth! It's all about how to #GoWithTheGrain. Wholesome, nutritious, delicious and enriched grain-based foods provide many nutrients Americans are missing from their diets. Follow along for how to fold nutrients into your diet, while enjoying your favorite baked goods.
- Happy #NationalSandwichDay! Craving your favorite sandwich? According to @GrainFoods, what's between the bread accounts for most of the calories, fat and sodium in a sandwich, NOT the bread! Which sandwich are you enjoying today? #AmericanBakers #GetGrains
- A great morning start is a morning with grains. There are plenty of ways to include fiber in your AM meals or snacks. @MyPlate has great ideas for how you can get your recommended servings #MyPlate #BreadMonth <http://bit.ly/2j9Otg3>

SAMPLE SOCIAL MEDIA POSTS

- 50% of the grains you consume should be whole grains. @GrainFoods recommends eating 2-3 servings of whole grains per day, which is associated with a reduced risk for cardiovascular disease. Try **insert product here** #AmericanBakers #BreadMonth @AmericanBakers
- Sandwiches made with whole grain bread are a great base for a snack to satisfy and nourish a hungry crowd during Thanksgiving entertaining. Try **insert product here** for a delicious crowd-pleaser #BreadMonth #GetGrains @AmericanBakers
- **Insert quality of your product** of **insert product name** serves as a solid base for a hearty Thanksgiving leftover sandwich. What are you stacking on your sandwich? #ShareMySandwich #AmericanBakers @AmericanBakers
- Apple, brie, and Dijon come together for a hearty autumn flavor profile when sandwiched together in this recipe for less than 500 calories <http://owl.li/zajz30gessV> #BreadMonth

SAMPLE SOCIAL MEDIA POSTS

- The most simple and healthy food for a crowd can be a sandwich. Research shows that what's inside the sandwich, not the bread, are the likely drivers of calories, fat and sodium @GrainFoods Build a better sandwich with 2 slices of whole grain bread, pita or bagels. Here's a tasty harvest recipe to get you started: <http://grainfoodsfoundation.org/recipe/whole-grain-smoked-chicken-goat-cheese-sandwich-bites/> #BreadMonth #GetGrains
- If you're serving bread, rolls, or other baked goods this holiday season, you're serving the nutrients that most Americans are missing! Almost 95% of Americans don't meet fiber intake recommendations, but grain-based foods supply almost half of the fiber you need for a healthy lifestyle.
- Making soup is a great way to use leftover turkey. Don't forget to include crackers or rolls for dunking and dipping to round out the meal. The U.S. Dietary Guidelines recommend eating 6 servings of grain foods daily with half of those servings from enriched grains like bread sticks and half from whole grains like whole wheat bread or whole wheat crackers. Grain foods contribute vital, and often under-consumed, nutrients to the American diet, including 44% of all fiber #BreadMonth #GetGrains

RESOURCES

- American Bakers Association National Bread Month Toolkit Materials
<http://www.americanbakers.org/breadmonth>
- Grain Foods Foundation
<https://grainfoodsfoundation.org/>
- United States Department of Agriculture's ChooseMyPlate.gov
<https://www.choosemyplate.gov/>



QUESTIONS OR FEEDBACK?

Find all of the Bread Month resources you need here – www.americanbakers.org/BreadMonth

Follow ABA and share or retweet our messages throughout the month for an easy way to engage!

[Website](#) / [Facebook](#) / [Twitter](#) / [Instagram](#) / [LinkedIn](#)

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