SOCIAL MEDIA KIT

OCTOBER 9-17, 2013
WORLD FOOD DAY SOCIAL MEDIA KIT
October 9-16, 2013

ABOUT WORLD FOOD DAY

World Food Day, October 16, is a day to remember the 868 million hungry people living in the world, 49 million of whom live in the United States alone. The member countries of the Food and Agriculture Organization of the United Nations first declared the day in 1979. Since then, organizations around the world have mobilized advocacy campaigns and events on the day to strengthen the political will to end hunger both at home and abroad.

The United States and Canada have had a long history of collaborative action against hunger on World Food Day. Each year, the American and Canadian organizations in the World Food Day Network join forces to rally thousands of people, young and old, to take action to end hunger in their communities and around the world.

This year, the theme for World Food Day is “Sustainable Food Systems for Food Security and Nutrition”. What would a more sustainable, environmentally-friendly food system look like? How can agriculture work to end all forms of malnutrition, including undernutrition and overweight? What would have to change to move us in that direction? World Food Day 2013 is an opportunity to explore these questions, and help bring about the future we want.

GET INVOLVED

Do you #hungerto get involved on #WFD2013? Below, we have provided suggested messaging for the week leading up to World Food Day, October 9-16.

Please activate your networks now through your websites, blogs, and various social media channels to deliver these important messages!

KEY MESSAGES

- 868 million people in the world are hungry
- One out of every four children under the age of five is stunted.
- 1.4 billion people are overweight. Of these, one-third are obese.
- Malnutrition costs the global economy $3.5 trillion per year or $500 per person.
- Agriculture must become more nutrition-sensitive, working to produce more nutrient-dense foods such as fruits, vegetables and legumes over just staples.
- Our food system is a dominant force behind many environmental threats. 60 percent of the world’s ecosystems are degraded or used unsustainably, which poses serious threats to food security and nutrition.
- By definition, sustainable food systems produce nutritious diets for all people today while also protecting the capacity of future generations to feed themselves tomorrow.
- Sustainable food systems use resources efficiently at every stage, from farm to fork.
- 40 percent of food is wasted in the United States. Consumers have the power to create a more sustainable food system by minimizing their food waste.
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TWITTER

Thunderclap

With ever-expanding social media, it can be difficult for a message to gain traction. This is where Thunderclap comes in: Thunderclap is a tool that enables supporters to blast out a mass social media message at the same time. An organizer using Thunderclap designs a social media message that others can choose to support. Supporters designate a particular network (Facebook, twitter, or tumblr) to broadcast this individual message and, on the organizer’s set date and time, the message will be automatically blasted out by Thunderclap to the supporters’ respective social networks. By boosting one signal all at once, it allows that message to be shared unlike ever before. A campaign of 500 supporters has the potential to reach over 25 million people. For more information on the logistics of Thunderclap, please watch this informative video.

Help us reach our goal of just 100 supporters, and sign up for our thunderclap over Twitter, Facebook, or both at http://thndr.it/14DKKwm.

Hashtag

This World Food Day use the hashtag #WFD2013 to promote the day and key messages about hunger, nutrition and sustainability. In addition, we hope that you will use the hashtag #hungerto to share your passion for change with others. We hope that twitter will be lit up with these statements of deep desire and commitment to making a difference. They can be an inspiration to keep the momentum of engagement beyond World Food Day. Here are some examples of the wordplay that can be achieved with the #hungerto slogan:

#Hungerto learn more about nutrition?

We #hungerto create a more sustainable planet.

I #hungerto do more. I #hungerto be the change.

Usernames

Shout out to @WorldFoodDayUSA in your tweets as well as the following members of the World Food Day Network:

@AmerValuesNet, @AuburnU, @bread4theworld, @BuddhistGblRlf, @CoopConnections, @CWS_global, @Earthbox, @e_alliance, @Fabretto, @FAOWFD, @FMI_org @FoodBanking, @foodchainworker, @FoodCowboy, @foodsovusa, @GAINAlliance, @GloblVolunteers, @Heifer, @HFC_Network, @HungerProject, @humanitasglobal, @IATP @IFT, @JointCouncil, @KAHmobile, @mathileinst, @nationalffa, @ONECampaign, @Outreach, @OxfamAmerica, @PartnersAmerica, @PeaceCorps, @PeoplesGarden, @presbyhunger, @savethechildren, @save_food_news, @SocialSANA, @STLworldfoodday, @Stop_Hunger_Now, @Texas_Hunger, @TFTamerica, @ThousandDays, @toendhunger @ufwhdotorg, @UNEP, @WFP, @WFPUSA, @WhyCare_, @WorldFoodDayCan, @WorldFoodPrize
## Sample tweets

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<thead>
<tr>
<th>Date</th>
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<tr>
<td><strong>Thursday, October 10</strong></td>
<td>&quot;In a world of plenty, as long as one child dies of hunger or suffers from malnutrition, our work is not done yet&quot; –Ban Ki-Moon #WFD2013 One out of every four children in the world under age 5 is stunted. RT if you #hungerto put this to an end! #WFD2013</td>
</tr>
<tr>
<td><strong>Friday, October 11</strong></td>
<td>World Food Day is on Oct 16. We just saw this PSA video and had a #hungerto share it with you <a href="http://bit.ly/18lvbZd">http://bit.ly/18lvbZd</a> #WFD2013 2 billion people lack essential vitamins &amp; minerals for good health. Medical interventions cannot replace a healthy, balanced diet #WFD2013</td>
</tr>
<tr>
<td><strong>Sunday, October 13</strong></td>
<td>#Hungerto do something on World Food Day? Only got one minute to spare? Sign up for our Thunderclap! <a href="http://thndr.it/14DKKwm">http://thndr.it/14DKKwm</a> #WFD2013 Malnutrition costs our global economy US $3.5 trillion per year or $500 per person. Now is the time to invest in nutrition #WFD2013</td>
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<thead>
<tr>
<th>Date</th>
<th>Message</th>
<th>Link</th>
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#Ag production will need to increase by 60% by 2050, driven by nutrition every step of the way #WFD2013 [http://bit.ly/1544zcz](http://bit.ly/1544zcz)  
The gender gap in #Ag threatens world hunger. Learn more on this International Day of Rural women. #WFD2013 [http://bit.ly/1aaapwP](http://bit.ly/1aaapwP) |                                                      |
| **Wednesday, October 16** | Happy World Food Day! If you #hungerto #endhunger join the #WFD2013 campaign and find sign up for an event [http://bit.ly/SZ5Vhv](http://bit.ly/SZ5Vhv)  
| **Thursday, October 17**  | #WFD2013 was yesterday, but the battle to end hunger is long from over. Stay tuned via @worldfooddayusa where the momentum never stops.  
The crop and livestock sectors use 70% of Earth's freshwater and 60% of its land surface. #Hungerto make #ag more sustainable #WFD2013.  
# WORLD FOOD DAY SOCIAL MEDIA KIT

**October 9-16, 2013**

## FACEBOOK

### Cover image

We encourage you to change your Facebook cover image to the ones provided in our Flickr social media [graphics folder](#).

### Profile picture

We also invite you to change your Facebook profile picture to the one provided in our Flickr social media [graphics folder](#).

### Post images

Feel free to use the imagery provided in the [graphics folder](#) or from the FAO World Food Day [poster](#) contest website.

## Sample posts

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<thead>
<tr>
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| **Wednesday, October 9** | World Food Day is just one week away! Do you #hungerto make a difference? Here’s some food for thought: [http://www.worldfooddayusa.org/act](http://www.worldfooddayusa.org/act)  
Did you know? There are 868 million hungry people in the world.  
On World Food Day, October 16, #hungerto be the change. #Hungerto turn the trajectory of this statistic downwards. [http://www.worldfooddayusa.org](http://www.worldfooddayusa.org) |
| **Thursday, October 10** | “Ensuring long-term food security is an all-hands-on-deck effort, so on World Food Day, let us each recommit to doing our part to end hunger and poverty wherever it exists.”  
- President Obama, October 16, 2012 [http://www.worldfooddayusa.org](http://www.worldfooddayusa.org)  
One out of every four children in the world under five is stunted. That’s 165 million pre-schoolers who are so malnourished that they will never reach their full physical and cognitive potential.  
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| **Friday, October 11** | There’s nothing like a good video on a Friday afternoon.  
  We just saw this PSA video for World Food Day and had a #hungerto share it with you all. [http://bit.ly/18lvbZd](http://bit.ly/18lvbZd)  
  1.4 billion people are overweight. Of these, one-third are obese.  
  On World Food Day, October 16, let’s end malnutrition in all its forms.  
| **Saturday, October 12** | So, you think you can create a more sustainable food system?  
  Marion Nestle, Danielle Nierenberg and Tony Hall tell us what it takes.  
  [http://www.worldfooddayusa.org/learn](http://www.worldfooddayusa.org/learn)  
  The World Food Day issues paper is out. Read it and learn about the 2013 World Food Day theme, “Sustainable Food Systems for Food Security and Nutrition”.  
| **Sunday, October 13** | Still don’t understand this year’s theme for World Food Day is?  
  The challenge of malnutrition is significant. But the returns are high: investing in wiping out malnutrition has a cost-benefit ratio of 1 to 1.  
  It’s time we make that investment. On World Food Day, call the world to action.  
  [http://thndr.it/14DKKwm](http://thndr.it/14DKKwm) |
| **Monday, October 14** | Only got a minute, but want to take action on World Food Day?  
  Sign up for our Thunderclap and help send a mass message that the world cannot ignore.  
  [http://thndr.it/14DKKwm](http://thndr.it/14DKKwm)  
  By 2050, agricultural production will need to increase by 60 percent.  
  But that is not enough. Let World Food Day be a time to note that agriculture must become more nutrition-driven, with a stronger focus on more nutrient-dense foods every step of the way.  
Don’t forget to wash your hands before dinner!

Today is Global Handwashing Day, but tomorrow is World Food Day. Learn about the connections between handwashing and food security. http://bit.ly/1aa4t6Y

60 percent of the Earth’s resources are used unsustainably. By definition, a sustainable food system produces nutritious diets for all people today while protecting the capacity of future generations to feed themselves tomorrow.

On World Food Day, let’s protect that tomorrow. www.worldfooddayusa.org

Happy World Food Day! Join our #hungerto feed everyone, everywhere. What will you do today to make a difference? http://www.worldfooddayusa.org

Today is World Food Day, which means that FAO’s State of Food Insecurity report is out.

#Hungerto learn the latest in global food statistics: http://bit.ly/VsqVIZ

World Food Day was yesterday, but the battle to end hunger is long from over. Stay tuned via worldfooddayusa.org where the momentum to end hunger never stops.

Poverty and hunger have inextricable ties.

OTHER RESOURCES

Please follow the World Food Day Pinterest and YouTube pages to help supplement your other social media channels.

For further content, see the World Food Day blog and PERSPECTIVES essay series (a series of over 30 essays from organizations and thought leaders reflecting on this year’s World Food Day theme).

Thank you so much for supporting the World Food Day Social Media Campaign!