

ALBERTA FLAVOUR TWITTER COMMUNITY - GUIDELINES

ABOUT ALBERTA FLAVOUR

Alberta Flavour is a place for community and advocacy, where local food supporters come together to share exciting news and innovations in local food production and culture in Alberta.

Our network is comprised of farmers, processors, distributors, large institutional organizations and companies, food writers, restaurant owners and chefs, government and grassroots agencies, and other local food stakeholders.

The Alberta Flavour online community is meant to be accessible, promote community, build connections, and raise awareness of the benefits local food.

ALBERTA FLAVOUR IDENTITY

Handle: **@AlbertaFlavour**

Hashtag: **#ABflavour**

TIPS FOR @ALBERTAFLAVOUR ACCOUNT MANAGERS:

- Follow local stakeholders, organizations, bloggers, journalists, publications, restaurants, markets, etc. that are actively involved in local food production and promotion. Accounts are alerted when you follow them, which helps promote your account.
- Create and regularly update Twitter lists that highlight certain types of content or accounts. For example: Local News, or Local Food Producers, or Alberta Food Bloggers. These lists will be a resource for members of the public looking for new accounts to follow. Accounts are also alerted when you add them to a list, which helps promote the list, as well as your account.
- Use #ABflavour whenever possible to help establish the hashtag, solidify this account as a central authority for the network, and
- Regularly check activity on the #ABflavour hashtag to see if people are using it.
- Monitor use of #ABflavour hashtag, @AlbertaFlavour mentions, and other references to local food from accounts you follow or in your lists to identify relevant tweets to RT to the network. If you want to share a tweet that doesn't already have the #ABflavour hashtag, you can "quote" the tweet and add the hashtag and a short comment in your tweet (i.e., "Great review of urban farmers' market @CityMarket104. #ABflavour").
- When tweeting about other organizations, businesses, or individuals, find and mention their handle so they know you are giving them a shout out. Hopefully they will RT you or follow you when they see your tweet!

WHY LOCAL?



ALBERTA FLAVOUR NETWORK

Members of the Alberta Flavour network and supporters of local food in Alberta are encouraged to contribute to the social media conversation. Use the hashtag **#ABflavour** in your tweet to share updates with the network and the general public about local food initiatives, or pictures of local food meals and products, with the. If you'd like to directly engage with the Alberta Flavour administrators and committee, to ask questions, draw our attention to something, or share news, mention the **@AlbertaFlavour** handle.

OTHER HASHTAGS

#ABflavour is the central hashtag for the Alberta Flavour network. However, there are many other hashtags currently being used in Alberta, Canada, and globally that celebrate the benefits of local food. Using these hashtags will help individuals interested in local food find your tweet and your account, expanding your reach and sharing your message with a broader audience:

- #yegfood
- #localfood
- #buylocal
- #eatlocal
- #locavore
- #farmersmarkets
- #recipes

TOPICS

The Alberta Flavour online community welcomes a wide variety of content related to or supporting local food advocacy and culture in Alberta. Although the conversation will be driven in large part by our participants, their interests and priorities, some suggested content ideas for tweets to promote the network or local food may include links, articles, profiles, pictures, reviews, and comments on the following topics:

- A meal or menu featuring locally grown and processed food
- New and innovative local food products and initiatives
- Local food producers or distributors
- Restaurants, cafes, stores, and other venues that serve and distribute local food
- Upcoming or in progress events (i.e., live tweeting things shared or learned, photos from conferences, lectures, or workshops)
- Benefits of local food (health, taste, economic, social, etc.)
- Recipes featuring locally available produce, dairy, and meat
- Legislation and policies that support local food production and distribution in Alberta, and across Canada.



KEY DATES AND SEASONS

There is no set editorial calendar for Alberta Flavour, and we will share content on a wide variety of topics year round. However, the following key dates and seasonal topics will be reflected on our blog and social media, and may be helpful when developing your own social media content strategy.

KEY DATES

- February 3-5, 2017: Cultivating Connections 2017 - Alberta Regional Food Systems Forum at Northlands Expo Centre, City Hall, and Muttart Conservatory
- July, 2017: K-DAYS
- July, 2017: Taste of Edmonton
- What the Truck events
- Monthly partner profiles
 - January: Shaw Conference Center
 - February: University of Alberta
 - March: NAIT Foodservice
 - April: TBA
 - May: TBA
 - June: TBA
 - July: TBA
 - August: TBA
 - September: TBA
 - October: TBA
 - November: TBA
 - December: TBA

SEASONAL AREAS OF FOCUS

- Fall: summer harvest, fall produce, canning and preserving
- Winter: holiday season recipes, canning and preserving, winter makers' markets (i.e., Butterdome Craft Sale), local food gifts
- Spring: CSAs, Farmers' markets, gardening tips
- Summer: Farmers' markets, local farms to visit/open farm days, food trucks

WHAT MAKES A STRONG TWEET

- Using photos and other images (infographics, illustrations, visual quotes, poster/banners) to capture attention.
- Providing links to additional content such as articles and reviews (published by you or other sources, such as newspapers, blogs, magazines, etc.), organization/business web pages, event pages, fact sheets, etc.

WHY LOCAL?



- Using 1-3 strategic hashtags, including #ABflavour, to reach people interested in posts about local food - we have provided a short list of some suggested hashtags to try at the beginning of this guide.

SAMPLE TWEETS

- Locally-raised beef burger, topped w/ tomatoes & mushrooms from @CityMarket104. #ABflavour #locavore #farmersmarkets [picture]
- Excited to work in @AlbertaFlavour food processing centre! Soon to share our #local sourced dumplings w/ the world! [picture]
- #Local food benefits: Less distance farm to plate, fresher taste & you know what you're eating! #locavore #ABflavour
- Eating at @restaurant. Great new stop for #local eats! Check out the review on my blog: [LINK]. ca #ABflavour
- Pumpkins, apples & kale, oh my! #Local grown Alberta goodies @OpenFarmDays, courtesy of @farm. #ABflavour #eatlocal

RETWEETS, QUOTES, AND MENTIONS

Alberta Flavour will track mentions of the **@AlbertaFlavour** handle or **#ABflavour** hashtag, with an eye for potential content to retweet, quote, and mention on our own timeline. However, we cannot guarantee to share all content sent our way; decisions on what to share will be made based on what we think our followers would like to see at that time.

We encourage our partners, supporters, and other local food stakeholders to regularly check for new tweets mentioning **@AlbertaFlavour** or **#ABflavour**, and to share any content relevant to their own network of followers.

ETIQUETTE

Alberta Flavour is an open network that seeks to connect individuals, businesses, and organizations of all kinds. We welcome a diversity of opinions and perspectives. However, when you use the #ABflavour hashtag, you are an unofficial ambassador of our initiative, and we ask that you consider the following recommendations and requests whenever you make a contribution. These conditions will also apply to content we choose to retweet, quote, or mention on our own stream.

- Use common sense and courtesy. For example, it's best to ask permission to publish or report quotes from conversations held privately.
- Dialogue and debate are great tools for learning new things. However, when disagreeing with others' opinions, please keep your language appropriate and polite.





- Keep content positive and constructive. Alberta Flavour believes in promoting and supporting local Alberta foods and producers, but does not wish to engage in any controversy or vilify large multinational and global companies. We are pro-Alberta foods, but not against non-Alberta foods.
- Be transparent and honest in your affiliations when writing about your own, or a competitor, company or organization.
- When sharing facts or news, especially those not widely recognized or known, we recommend sharing a link to source material wherever possible.
- Be smart about protecting yourself, your privacy, and your organization's confidential information. Be careful with addresses, contact information, financial information, and other potentially private content.

PROMOTIONAL CONTENT

Alberta Flavour is committed to helping our local food community reach a greater audience and build meaningful connections within our network. If you are showcasing an event, producer, distributor, product, venue or initiative on Twitter, include **@AlbertaFlavour** or **#ABflavour** in your tweet, and we will RT or quote tweets relevant to the Alberta Flavour community at our discretion. When sharing promotional content, we ask that you be transparent about affiliation or connection to your product, either on your account, links shared, or within the tweet itself. (i.e., "Hey @AlbertaFlavour, our @Company is excited to launch #initiative. Learn more about it here.")





GLOSSARY

The following definitions are taken or adapted from the Twitter Help Centre:
<https://support.twitter.com/articles/166337>

FOLLOW Subscribing to a Twitter account. To start following, click the Follow button next to the user name or on their profile page to see their tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time. A “follow” is the result of someone following your Twitter account. You can see how many follows (or followers) you have from your Twitter profile.

FOLLOWER Another Twitter user who has followed you to receive your tweets in their home stream.

HANDLE Your handle is your Twitter username. It’s how you are identified on Twitter and is always preceded immediately by the @ symbol. For example, Alberta Flavour is @AlbertaFlavour.

HASHTAG A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you’ll see other tweets containing the same keyword or topic. It’s a great tool for connecting with new potential followers on a shared area of interest. For example #eatlocal, #local, #locavore, or #farmersmarkets. It’s also a good way to create and track a shared dialogue about an event, topic, or initiative. For example, #ABflavour

LIST From your own account, you can create a group list of other Twitter users by topic or interest (e.g., a list of local farms and markets, local products and producers, restaurants and cafes serving local food, etc.). Twitter lists also contain a timeline of tweets from the specific users that were added to the list, offering you a way to follow tweets from that group on Twitter.

MENTION Mentioning other users in your Tweet by including the @ sign followed directly by their handle/username is called a “mention”. Also refers to tweets in which your own @handle was included.

QUOTE A quote is a retweet that includes extra content from you. On the mobile app, you can select either the option to Retweet directly, or to add a comment by selecting “Quote Tweet”. On the web version, you can quote a tweet by selecting the Retweet button and choosing to add a comment. Quotes are a great way to share a response to a post, or to add additional information, such as a hashtag, attribution, or additional link.

REPLY A response to another user’s tweet that begins with the @username of the person you’re replying to. Reply to a tweet by clicking the Reply button next to the tweet you’d like to respond to.





RETWEET A retweet is a tweet that you forward to your followers. Retweets (or RTs) are often used to pass along news or other valuable discoveries or discussion topics on Twitter. Retweets always retain original attribution.

TIMELINE OR STREAM A real-time stream of tweets. Your Home stream, for instance, is where you see all the tweets shared by the people you follow. You can also generate topic or audience-specific streams through lists or hashtags.

TWEET A tweet may contain photos, videos, links, and up to 140 characters of text. The act of sending a tweet is called "tweeting". Tweets get shown in Twitter timelines, and can be searched using hashtags.

