

“Know what food you need” to avoid Food Waste

Social Media Toolkit

About Stop Food Waste

The EPA's Stop Food Waste programme is the national food waste prevention campaign, providing guidance and resources to help people adopt good food management behaviours and reduce their food waste.

This May, we will make people aware that **knowing what food you need to buy** can help you avoid food waste. The simple steps we want people to take are to:

- Know what **food has run out**, know what **food you have** and know what **meals you want**
- **Record what food you need** and plan your food shop.

Campaign blog: <https://stopfoodwaste.ie/meal-planning-and-cooking/know-what-you-need-to-avoid-food-waste>

Campaign hashtag: #PlanToStopFoodWaste

How to use this toolkit

In this toolkit, you'll find template social media posts, which can be tailored for all social media platforms. Alongside each template post, you'll find the corresponding campaign graphics.

Any of these posts can be shared in isolation or in any sequence if you plan on including multiple posts in your social media schedule. At Stop Food Waste, we'll be sharing campaign messaging across our own social media channels during the campaign, so feel free to retweet or share our posts too.

You can follow Stop Food Waste on [Facebook](#), [Instagram](#) and [Twitter](#).



Tagging Stop Food Waste in posts:

To tag Stop Food Waste in your social posts, our handles are:

- Facebook - @StopFoodWaste
- Instagram - @stopfoodwaste.ie
- Twitter - @Stop_Food_Waste

For LinkedIn, please tag EPA Ireland - @Environmental Protection Agency (EPA) Ireland

Template Posts

POST COPY	POST GRAPHIC
<p>#1</p> <p>Before grocery shopping, knowing what food you already have and buying only what you need will save you time and a visit to the shops altogether!</p> <p>Want more top tips to save time?</p> <p>https://stopfoodwaste.ie/meal-planning-and-cooking/know-what-you-need-to-avoid-food-waste</p> <p>#PlanToStopFoodWaste [insert relevant Stop Food Waste @]</p>	<p>#1</p> 
<p>#2</p> <p>Before you do your food shop, make sure to check the fresh food you already have and use them up to avoid food waste.</p> <p>We have lots of tips and recipes for using up perishable foods in our A-Z guide.</p> <p>For more information on how to #PlanToStopFoodWaste check out: https://stopfoodwaste.ie/meal-planning-and-cooking/know-what-you-need-to-avoid-food-waste</p> <p>[insert relevant Stop Food Waste @]</p>	<p>#2</p> 
<p>#3</p>	<p>#3</p>

Do you want to save time, money and feel more organised?

By taking positive steps to plan your food shop, such as checking what food you already have or writing a shopping list, you can save time, money, feel more organised and #PlanToStopFoodWaste.

Learn more on our blog: : <https://stopfoodwaste.ie/meal-planning-and-cooking/know-what-you-need-to-avoid-food-waste>

[insert relevant Stop Food Waste @]



ENDS

Created for the EPA's Stop Food Waste campaign by Alice PR & Events and M.CO