

Plant it Forward Campaign  
Social Media Content

April 6	Facebook	We are joining the Twittersphere! Follow us @Food4LarimerCo
April 7	Facebook	Spring is in the air, thoughts of gardens to come are sprouting and the weather is inching towards perfection for the upcoming growing season. It's time to start getting your gardens ready! Visit <a href="http://eartheasy.com/grow_garden_early_spring.html">http://eartheasy.com/grow_garden_early_spring.html</a> for early spring project ideas so you are prepared when it comes time to plant.
April 10	Facebook	Did you know that every dollar you donate to the Food Bank provides four meals? That means \$10.50 would provide a single mother and her child with food for an entire week.
	Twitter	Did you know every dollar donated to the Food Bank provides four meals for a family in need?
April 11	Twitter	It's __ degrees and sunny today! What are you doing to get your garden ready? #spring #gardening
April 16	Facebook	The Food Bank will be closed on the 18 <sup>th</sup> and 19 <sup>th</sup> , don't forget to stop by tomorrow if you need anything for the weekend.
April 19	Both	April is more than half way over! What are you doing to prepare your gardens for planting season? #spring #gardening
April 21	Facebook	Wednesday begins the Plant it Forward Open House, come find out what we are all about the 23 <sup>rd</sup> through the 25 <sup>th</sup> . Call Susan Kelly for more information (970) 213-0446.
	Twitter	Do you plant every spring? Come to the #plantitforward Open House, 4/23 through 4/25! For more information call Susan Kelly (970) 213-0446
April 22	Facebook	Happy Earth Day! There are many ways to live sustainably, from conserving water and using resources in your own backyard. What are some of the things you do to live green? [image: Happy World cartoon]
	Twitter	Happy #EarthDay! What are some of the things you do to live sustainably?
April 24	Facebook	Spring is in the air and it's starting to stay warm! What have you done to prepare your garden for spontaneous freezes?
	Twitter	Fort Collins is finally keeping warm, but things may change. What are you doing to protect your garden from frost? #gardening #spring
April 26	Facebook	Gardeners, Community Members, and Community Champions: With the growing season fast approaching, we would love to see how your planting is going! Starting the week of May 5 <sup>th</sup> we will be posting pictures to show the community how the gardening season is progressing. But where will we get these pictures? You guessed it: YOU!! So start thinking of ways to photograph and primp your gardens to make them picture perfect!
	Twitter	We would love to see how your gardens are progressing! Send us your pictures through the Facebook page: [link]

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May 3	Facebook	Happy Saturday! Message us your garden pictures before Monday for the chance to be our first featured image of the summer!
	Twitter	Be the first featured image of the summer! Send us your photo through Facebook before Monday afternoon [link]
May 5	Facebook	(Post received photos in a new album with the following message): The first round of photos are in! Go through and choose your favorite – one like = one vote! The photo with the most likes on May 16 <sup>th</sup> wins.
	Twitter	Get involved in the photo contest! One like = one vote! [link to photo album] #vote #plantitforward
May 10	Facebook	Be careful not to water your garden too much! Colorado soil has poor aeration, and too much water can starve the roots of the oxygen they need. #gardentips #plantitforward
	Twitter	Did you know Colorado soil has poor aeration? Don't over water and drown your garden! #gardentips #plantitforward
May 16	Facebook	(Share photo with the most likes) The people have spoken, the first featured photo goes to _____! Congratulations! #plantitforward #photocontest
	Twitter	(post featured photo) Congratulations to _@_____, our first featured photo winner! #plantitforward #photocontest
May 17	Facebook	We still want to see how your gardens are doing – send us your photos to enter and be our next featured photo. #plantitforward #photocontest
	Twitter	We still want to see how your gardens are doing – send us your photos to have your photo featured #plantitforward #photocontest
May 19	Facebook	(Post album of photos received after the first album was posted) Photo Contest – Round 2! The next winner will be announced on May 30 <sup>th</sup> ! Don't forget, one like = one vote!
	Twitter	The next photo contest album has been posted and the winner will be announced May 30 <sup>th</sup> [link] #plantitforward #photocontest
May 23	Facebook	Did you know, if you use too much organic matter to fertilize your plants you could accumulate soluble salts and injure your plants' roots? So, gardeners, fertilize with care! #gardentips #plantitforward
	Twitter	Too much fertilizer can injure your plants' roots! #usewithcaution #plantitforward #gardening
May 26	Facebook	[Share contest album] Just a few days left to vote for your favorite photo! Winner will be announced Friday! #plantitforward #photocontest
	Twitter	Don't forget to get your votes in for the photo contest! Winner TBA on Friday #plantitforward #photocontest
May 30	Facebook	[Post winning photo for 2 <sup>nd</sup> contest] Congratulations _____ for the winning photo in our second contest! #plantitforward #photocontest #winner

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	Twitter	[post winning photo]Congratulations @_____ for winning featured photo! #plantitforward #photocontest #winner
June 2	Facebook	For our next contest, we want to see what is sprouting in your garden. The first leaves to find the sun are always the most exciting – share your favorite and the winner will be announced on the 13 <sup>th</sup> ! #plantitforward #photocontest
	Twitter	We want to see what is sprouting in your garden! Submit your pictures through a message to our Facebook [link] #plantitforward #photocontest
June 9	Facebook	Gardeners beware! Colorado is known for unpredictable weather. There were two instances in the last century where the temperature dropped 90 degrees in 24 hours! #gardentips #COweather #plantitforward
	Twitter	Did you know the temperature has dropped 90 degrees in 24 hours in Colorado during the last century? Gardeners beware! #gardening #plantitforward
June 13	Facebook	[Post 3 <sup>rd</sup> photo contest winner – sprouting] Congratulations _____ for the winning photo in our third contest! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning featured photo! #plantitforward #photocontest
June 16	Facebook	We have reached that time of the year where cold weather veggies are out and warm weathers are in! Show us your favorite crop from the first part of the season – spinach, peas, kale or lettuce may be in your selection! These photos will be voted on and a winner will be announced on June 27 <sup>th</sup> . #plantitforward #photocontest
	Twitter	Cold weather veggies are out and warm weathers are in! Show us your best crop from the cold! #plantitforward #photocontest [Facebook link]
June 21	Facebook	It's time to start planting your warm weather veggies! Tomatoes and peppers do great in pots with access to plenty of sun. #gardentip #plantitforward
	Twitter	It's starting to get hot out there; cold weather veggies are nearing their end, but you can add tomatoes and peppers to your garden! #plantitforward #gardentip
June 27	Facebook	[post winning photo] The “Best Crop from the Cold” goes to _____! Congratulations! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning featured photo! #plantitforward #photocontest
June 30	Facebook	The end of June is upon us and the 4 <sup>th</sup> of July is right around the corner! What are you doing this holiday? Do you decorate your garden in red, white and blue? Show us for a chance at the next featured photo! #4thofJuly #plantitforward #photocontest
	Twitter	Independence Day is coming! Is your garden red, white and blue? Show us! #4thofJuly #plantitforward #photocontest [link]

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July 7	Facebook	[Share current photo contest album] We hope your Independence Day was full of fireworks and great food! Check out the photo contest to see how other people celebrated in their gardens and vote for your favorite – one like = one vote! #4thofJuly #plantitforward #photocontest
	Twitter	Hope your 4 <sup>th</sup> of July was swell! Check out how our followers decorated their gardens #plantitforward #photocontest [link to album]
July 11	Facebook	[post winning photo] The most patriotic photo of the year belongs to _____! Congratulations! #4thofJuly #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning featured photo! #4thofJuly #plantitforward #photocontest
July 14	Facebook	Every garden has more than fruits and veggies, sometimes flowers and sometimes herbs! We want to see your not-produce of the season for our next feature photo contest! #plantitforward #photocontest
	Twitter	Everyone has not-produce in their gardens! Show us yours! #plantitforward #photocontest [link]
July 19	Facebook	Did you know you can fertilize your tomatoes with things like eggshells and pet hair? Check out 6 more unusual fertilizers at <a href="http://www.veggiegardener.com/eight-strange-things-for-fertilizing-tomatoes/">http://www.veggiegardener.com/eight-strange-things-for-fertilizing-tomatoes/</a> #gardentip #plantitforward
	Twitter	Some people use things like eggshells and pet hair to fertilize their tomatoes! Do you use any thing peculiar to help your plants grow? #plantitforward #gardentip
July 25	Facebook	[winning photo] The not-so-produce photo winner goes to _____! Congratulations!! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning not-produce featured photo! #plantitforward #photocontest
July 28	Facebook	We all have our favorites of something... what is your favorite plant in your garden this year? Show us for our next photo contest! #plantitforward #photocontest
	Twitter	Do you have a favorite plant this year? We want to see it! #plantitforward #photocontest [link]
August 1	Facebook	Having pest trouble this year? If you keep your garden interesting with multiple types of vegetables it is less likely to attract pests that thrive on one specific plant! More tips and tricks here: <a href="http://www.offthegridnews.com/2013/07/29/16-tricks-to-keeping-pests-away-from-your-vegetable-garden/">http://www.offthegridnews.com/2013/07/29/16-tricks-to-keeping-pests-away-from-your-vegetable-garden/</a> #gardentip #plantitforward
	Twitter	Having a strong variety in your garden can help keep the pests away. Do you have any tips or tricks to keep your garden pest free? #plantitforward #gardening

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August 8	Facebook	Our favorite “favorite plant photo” goes to _____! Congratulations! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning featured photo! #plantitforward #photocontest
August 11	Facebook	Strange is a subjective term. Will you show us your definition through photos? The next featured photo will be announced August 22! Remember, one like = one vote! #plantitforward #photocontest
	Twitter	Show us something you think is weird for next featured photo! One like = one vote! [link] #plantitforward #photocontest
August 18	Facebook	According to the Guinness Book of World Records, the largest cucumber ever grown was over 3.5 feet long! Do you have any veggies that blew your mind this season? #gardening #plantitforward
	Twitter	Cucumbers have grown to over 3.5 feet long! Do you have any giants in your garden this year? #plantitforward #gardening
August 22	Facebook	The weirdest, strangest, odd-ball photo goes to _____! Congratulations on your crazy plant! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning strangest photo! #plantitforward #photocontest
August 25	Facebook	School’s in session and all the students are thinking about what their grades will look like this semester. Which plant in your garden earned an A+ this year? Show us! #plantitforward #photocontest
	Twitter	In the spirit of fall, we want to see which plants earned an A+ this summer! #plantitforward #photocontest [link]
August 29	Facebook	Our hometown Rams take on the Buffs today! Tell us about your game day plans. Will you “grill the Buffs?” #FortCollins #CSU
	Twitter	The Rams take on the Buffs tonight! What are your game day plans? #FortCollins #CSU #GrillTheBuffs
Sept. 1	Facebook	You don’t have to stop gardening at the end of the summer. If you want to keep growing, you can plant those cold weather veggies that flourish in the spring – Fall is good for those too! #gardentip #plantitforward
	Twitter	It’s time to bring back cold weather veggies from the spring! Veggies like kale, lettuce and broccoli thrive in colder environments. #plantitforward #gardentip
Sept. 5	Facebook	The last featured photo of the summer earns an A++! Congratulations _____ on your high achievement! #plantitforward #photocontest
	Twitter	[post winning photo]Congratulations @_____ for winning the last featured photo of the summer! You get an A++ #plantitforward #photocontest

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Sept. 16	Facebook	We collected ____ pounds of produce this summer and it is all thanks to you! Without our gardeners, Community Champions and volunteers what we do would not be possible. Thank you, for helping us reach our goal. (if goal was not reached – “feed our neighbors in need”) #plantitforward #givingback #FortCollins
	Twitter	#plantitforward brought us ____ pounds of produce this year! Thank you to all who were involved in helping us reach our goal!

Notes:

After September 16<sup>th</sup>, the Food Bank should keep up with thank you posts to specific people who significantly contributed to the Plant it Forward program.

If the situation arises where a photo contest winner is not on Twitter the post should include their first name and a link to the photo on the Facebook page, rather than a direct tag to the winner's Twitter page.