



Roots Conference

# Social Media Toolkit

#RootsInnovate2017

# Social Media Toolkit

Welcome to Roots 2017!

We're honored and excited that you have decided to join us here on the ground in Ohio. We are coming together at a pivotal moment: resources are growing scarce, irreversible environmental changes are on the horizon and culinary influence is monumental. We need these messages to carry further than just the conference, which is why we ask you to harness the power of your social media influence to spread the groundbreaking ideas before, during and after the conference.

This year's theme is all about INNOVATION. Let's find innovative ways to spark change this year at #RootsInnovate2017.

## Now... let's get social.

Before, during and after the conference we are available to act as your social media guides.

We will:

- Assist with creating post for your social accounts
- Advise on any social media questions you may have
- Live-post and tag you during the event

Have a question, feeling chatty or want to share a photo on #RootsInnovate2017 social accounts during the conference?

Contact Michelle Demuth-Bibb: [michelleb@chefs-garden.com](mailto:michelleb@chefs-garden.com) | 419.680.4489

## Handles and Tags

The Chefs Garden

Twitter: @thechefsgarden

Facebook: <https://www.facebook.com/TheChefsGarden>

Farmer Lee Jones

Twitter: @farmerleejones

Instagram: @farmerleejones

Facebook: <https://www.facebook.com/farmerleejones>

Culinary Vegetable Institute

Twitter: @culinaryveginst

Instagram: @culinaryvegetableinstitute

Facebook: <https://www.facebook.com/CulinaryVegInst>

Hashtag: #RootsInnovate2017

## Pre-Conference: Twitter

Please Tweet updates like the ones we've listed below or contact us for specific posts to spread the word prior to the conference:

- Can't wait to get to the Root [panel topic, issue, discussion point] in a couple of weeks!  
@farmerleejones @thechefsgarden #RootsInnovate2017
- Look what I'm bringing to #RootsInnovate2017. Register here: [bit.ly/RootsInnovate](http://bit.ly/RootsInnovate)  
*[Tweet or post a photo of a prop, book, cooking utensil, etc. that you'll be using during the panel]*
- Hey, [fellow panelist tags]. Ready to rock #RootsInnovate2017? @farmerleejones @thechefsgarden
- Ohio or bust! Looking forward to seeing old friends this year at #RootsInnovate2017!  
@farmerleejones
- Packing only the essentials for Ohio. [Photo of luggage, fun items you're bringing to the conference]
- Getting some shut-eye before landing in the Buckeye. See you soon @farmerleejones @TheChefsGarden! #RootsInnovate2017

## Pre-Conference: Facebook

Please post updates like the ones we've listed below or contact us for specific posts to spread the word prior to the conference. Links and photos generally perform better on brand Facebook pages.

- Taking off tomorrow for Roots at <tag> Culinary Veg Inst! I'll be social and posting live from [insert your Twitter and/or Instagram handle]. Follow along with the hashtag #RootsInnovate2017! <http://www.chefs-garden.com/rootsconference/about/>
- Ohio or bust! Looking forward to seeing old friends this year at Roots!

## Pre-Conference: Instagram

Please post photos like the ones we've listed below or contact us for specific posts to spread the word prior to the conference:

- Look what I'm bringing to #RootsInnovate2017. [Post a photo - live video - of a prop, book, cooking utensil, etc. that you'll be using during the panel]
- Packing only the essentials for #Ohio. #RootsInnovate2017 #thechefsgarden [Photo of luggage, fun items you're bringing to the conference]
- Ohio from above. #RootsInnovate2017 [Picture from inside the plane]
- Ready to dig in. #RootsInnovate2017 @culinaryvegetableinstitute @farmerleejones [Post a photo or live video feed of the food station, dinner]
- #NoFilters needed here. #RootsInnovate2017 @culinaryvegetableinstitute @farmerleejones [Shot of the landscape, food, Culinary Vegetable Institute]

## During the Conference: Twitter

Please Tweet updates from the conference that your fans will enjoy. We've listed topics below, and the #RootsInnovate2017 social media team will be on-site tweeting back, retweeting and engaging you and your social communities:

- Soundbites you think your fans and followers would want to hear
- Live feeds you think your fans and followers would want to hear
- Photos of panelists and audience
- Questions, thoughts, quotes, comments about panelist points
- Start a discussion with another panelist
- Calls-to-action
  - What can your fans do from home?
  - How should people help out?



## During the Conference: Facebook

Please post updates from the conference that your fans will enjoy. We've listed topics below, and the #RootsInnovate2017 social media team will be on-site liking and engaging you and your social communities:

- Facebook pages to tag:
  - <https://www.facebook.com/TheChefsGarden>
  - <https://www.facebook.com/farmerleejones>
  - <https://www.facebook.com/CulinaryVegInst>
- Short soundbites you think your fans and followers would want to hear. Posts under 40 characters perform well
- Live video feeds you think your fans and followers would want to hear
- Take an informal poll with your fans: what would they suggest, whose ideas do they like, what would they do, etc.
- Photos of panelists, audience, landscape
- Calls-to-action
  - What can your fans do from home?
  - How should people help out?

## During the Conference: Instagram

Please post updates from the conference that your fans will enjoy. We've listed topics below, and the #RootsInnovate2017 social media team will be on-site sharing your posts to the conference pages, liking and commenting, and engaging you and your social communities:

- Point-of-view photos and video from the stage; selfie with the audience behind you; group shot with other panelists
- Photo of your notes
- Landscape, farm, produce, or bright and focused food shots
- Shots with fellow panelists, moderators and attendees
- Dinner table, plating, behind the scenes food prep

## Sponsors get social, too!

Roots is made possible by YOU and we can't thank you enough. Please join in the conversation and post updates like the ones we've listed below or contact us for specific posts to spread the word prior to the conference:

- Gearing up for #RootsInnovate2017 with @farmerleejones and @thechefsgarden. Happy to support a great line-up of culinary leaders!
- We're all about [your mission, products, inspiration] and that's why we're thrilled to support #RootsInnovate2017!
- Hey, [sponsors, chefs, participants]. Fancy seeing you here! #RootsInnovate2017
- We could get used to this view. [photo of venue, garden, town, etc.] @thechefsgarden @CulinaryVegInst. #RootsInnovate2017.
- Can't wait to dig into [panel topic, issue]! @farmerleejones @thechefsgarden #RootsInnovate2017
- Post soundbites & live video you think your fans and followers would want to hear
- Post and tag photos that would be of interest to your fans
- Provide your followers with a call-to-action on how they can help

# Photos – Social Media Photo Ideas and Inspiration



**MARKETING**

9009 Huron-Avery Drive

Huron, OH 44839

P: 419.433.4947

F: 419.433.2403

[marketing@chefs-garden.com](mailto:marketing@chefs-garden.com)

[Chefs-Garden.com](http://Chefs-Garden.com)