



Social Media Toolkit Spring 2020

During this unprecedented time during the COVID-19 pandemic, the Connecticut Department of Agriculture (CT DoAg) has compiled tips, content and social media posts for you or your organization to activate during Governor Lamont's "Stay Safe, Stay Home" executive order.

In this toolkit, you'll find:

- Social media tips, including hashtag and emoji use
- Logos, images and other graphics that can be used across digital assets
- Sample social media posts and suggested visuals organized by category:
 - General Agriculture
 - Food Agriculture
 - Non-Food Agriculture

In addition, don't forget to engage* with our CT DoAg content through our social channels:

[Connecticut Department of Agriculture](#) (@ConnecticutGrown)

[Connecticut Dairy](#) (@CTDairyFarms)

[Connecticut Apples](#) (@CTApples)

[Passport to CT Farm Wine](#) (@CTFarmWineries)

*Tagging us helps us share your content when possible.



Social Media Tips: Hashtags, emojis, and more

Tip #1: If you're talking about an organization, farm, or individual in your social media post, look to see if they have an account so you can tag them!

- Make sure to include a "." before tagging an account if that is the first word in your post.

Tip #2: Include visuals (photo or video) in your post to grab the attention of others scrolling through their feeds.

Tip #3: Using emojis adds a playful, visual aspect to any post.

Tip #4: Include hashtags in a post to join the larger conversation. As a rule of thumb, aim to include:

- 1-2 hashtags per Tweet
- 9 or so relevant hashtags per Instagram post
- 1-2 hashtags per Facebook post

Suggested #Hashtags

Primary Hashtags:

- #StayHomeBuyCTGrown
- #StayHomePlantCTGrown
- #CTGrown
- #StaySafeStayHome

Secondary Hashtags:

- #CTDairy
- #CTFarmWine
- #CTFarmOysters
- #CTSeafood
- #CTApples
- #curbside
- #takeout
- #delivery
- #onlineorder

Connecticut Grown Logo in Various Formats

[DOWNLOAD HERE](#)

Connecticut Agriculture Food Imagery

Examples Below



Connecticut Agriculture Non-Food Imagery

Examples Below



[CLICK HERE](#) to view and download all photos and video assets

Sample Content for Social Media Posts

(We encourage you to use this as a starting point – feel free to insert your farm name, your products or edit to work for your business.)

General Agriculture & Food

- In these uncertain times, we're bridging the gap between you and the products you know and love! Check out our listing of Connecticut Grown businesses with e-commerce and home delivery capabilities. #StayHomeBuyCTGrown #StayHomePlantCTGrown www.CTGrownMap.com
- Connecticut's farming families are showing their innovation and commitment to feeding the community by offering online ordering, shipping, delivery, and curbside pickup options to get their #CTGrown products to your home. #StayHomeBuyCTGrown #StayHomePlantCTGrown

Food

- From A to Z, Connecticut farmers have your food shopping covered. Order your CSA share today and receive a weekly box filled with #CTGrown products like apples and beets or yams and zucchini. Peace of mind for you; support for Connecticut agriculture. #StayHomeBuyCTGrown www.CTGrownMap.com
- Is distance learning on the menu? Bring math to life with your children while teaching life skills through baking and cooking activities. Follow us on [Pinterest](#) for our favorite #CTGrown recipes and remember to #StayHomeBuyCTGrown by ordering online and getting your ingredients delivered to your door or picked up curbside.
- Pantry items getting low? Sweeten your time and home cooked meals by restocking your jams, jellies, honey and maple syrup. Find a farm stand or market open NOW near you. www.CTGrownMap.com #StayHomeBuyCTGrown
- Are you celebrating a special occasion at home? Place an online (or phone) order to get your favorite #ctfarmwine shipped to your door or pick up curbside. #StayHomeBuyCTGrown. Find a farm winery at www.ctgrownmap.com.
- What is #StayHomeBuyCTGrown? It's when you find a local farmer at www.CTGrownMap.com and stock your fridge with #CTGrown then #StayHomeStaySafe!
- Looking for fresh #CTGrown food? Our farmers are ready to fill your fridge with food to grace your table while you #StayHomeStaySafe. Find a farm stand or market on www.CTGrownMap.com #StayHomeBuyCTGrown
- Are you looking for activities to keep your kids busy while the schools are closed? CT Apples has online educational resources available to download. Bake or snack on fresh #CTGrown apples when you're done. Visit <https://www.ctapples.org/for-kids> to find activities and an orchard near you. #StayHomeBuyCTGrown

Non-Food

- Beautify your backyard with #CTGrown plants, flowers and shrubs to create a relaxing space while you enjoy the fresh air. #StayHomePlantCTGrown
- Use this time at home to spruce up your indoor and outdoor spaces. Connecticut's garden centers have an array of hanging baskets, cut flowers, and more. Buy one for yourself and drop one off for a friend to plant while practicing social distancing during #StayHomePlantCTGrown.
- Relax and recharge by investing in your yard. Practice social distancing at local garden center for all of your bedding plant needs to beautify your space. #StayHomePlantCTGrown
- Stress high? Anxiety racing? Find relaxation while gardening in your yard! Garden centers throughout CT are stocked with tulips and other bedding plants for everything your garden needs. Visit your local garden center today. #StayHomePlantCTGrown
- Spring is a great time to start seed or plants with your kids! Take this opportunity to teach your kids how their food grows and harvest fresh food all summer long. #StayHomePlantCTGrown
- Connecticut's greenhouses and nurseries have a colorful array of hanging baskets, cut flowers, potted plants and flowering shrubs. Take a virtual tour from home to see what's available and then find a garden center at www.CTGrownMap.com. #StayHomePlantCTGrown