



SOCIAL POST EXAMPLES



General participation

Hunger is on the rise across our state and our nation, that's why I'm teaming up with @TheFoodGroup to take the 2024 SNAP Challenge. SNAP is a vital part of our food ecosystem. The program helps people with low income buy the food they need for sound nutrition and well-balanced meals. Ask me how you can get involved to support our community facing food insecurity. [#StepUpForSNAP](#)



Follow along my journey

This November, I'll be participating in @TheFoodGroup's 2024 SNAP Challenge. For three days, along with elected officials and other hunger advocates, I'll be living on a SNAP budget – \$5.16/day. Follow along my journey to help raise awareness for this vital program and the need to expand its footprint for college students, families and seniors in our communities. [#StepUpForSNAP](#)

[TAP HERE to download shareable social graphics.](#)

Not sure what to post? Here are a few ideas:

What did you make for dinner? - Share a picture

Share a photo and write a post about the ingredients and the planning that went into your meal to be mindful of your budget.

Groceries or grocery list - Share a picture, or a video

Share the list you made to shop for your three day challenge. Talk about what stands out or if you had to utilize different grocery stores or coupons.

Share recipes - Share a picture, or a video

Did you tailor a family favorite? Did you use one of the SNAP recommended recipes? Share the ingredients and time it took to plan, prep and serve your meal.

Initial thoughts or why you signed up? - Share a picture, video, or Instagram story

Why did you decide to participate in the SNAP challenge? Do you have reservations or worries about being able to meet the \$5.16/per day budget? Are you having to plan more than usual to work within the budget? Have you been involved in hunger advocacy before?

DON'T FORGET to use the hashtag [#StepUpForSNAP](#) and tag [@thefoodgroupmn](#) in your posts and stories.