



## Social Media Guidelines



Thanks for joining our revolution! Together, we're building a social community with an appetite for changing the world, bite by bite. To help get us there, we've created some quick tips how to talk about the Planted on Social Media. Together we can reach new customers and old fans, and bring more traffic to your restaurant.

### Social Media ABC

**A) Take a great photo, video, boomerang or story.** People love seeing the texture of the Planted products in a colorful surrounding. Remember to:

- 1.) Use natural lightening and avoid using flash
- 2.) Stay away from front-facing downward angles
- 3.) Try overhead shots (as long as your dish is not a burger)
- 4.) Increase image contrast, saturation and sharpness

**B) Leverage the hashtag #eatplanted.** The more people who use this hashtag, the more likely people will know you're serving Planted Products.

### OUR HANDLES & HASHTAGS

Connect with us on social:

- IG:** @eatplanted
- FB:** @eatplanted
- LI:** @eatplanted
- Hashtags:** #eatplanted #plantednotbutchered

**C) Talk to us and let us know!** We love seeing posts from our restaurant partners. We also love reposting them. Be sure to tag us, so we can see your beautiful work.

People love finding food that other people love. Show them the way by reposting photos of your customers enjoying Planted menu items in your restaurant. The more you post, the more the word will spread.

DO's	DON'Ts
<ul style="list-style-type: none"> <li>• <b>Focus on taste:</b> Taste always comes first when it comes to good food.</li> <li>• <b>Use the tagline:</b> Like chicken, made from plants. Also, Planted products taste, cook and smell like chicken, but from plants.</li> <li>• <b>Share your positive impact:</b> Planted products require 50% less water, 50% less land than traditional chicken meat and require 66% fewer greenhouse gas emissions</li> <li>• <b>Use our material:</b> You're welcome to use our branded material. Just reach out and we are happy to send you what ever you need!</li> <li>• <b>Show that you are innovate:</b> Tell people via social media that you have Planted products on your menu.</li> <li>• <b>Make it 100% plant-based:</b> we love to see purely plant based menus on social media.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Avoid terms like "artificial" or "fake chicken"</b> Planted products are made directly from plants, using proteins and nutrients from common plant sources.</li> <li>• <b>Avoid "vegan" or "vegetarian."</b> Planted products should also convince meat-lovers, and calling it vegan or vegetarian misses this point. We recommend using terms like "tastes like chicken", "alternative to chicken", "plant-based chicken" or "meat made from plants".</li> </ul>