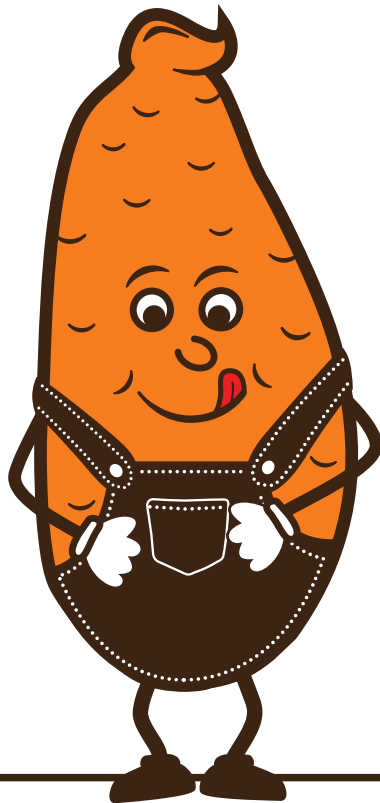


ONE

ACTION KIT

for social media buffs



SWEET POTATO

on the menu

NUTRITION

on the agenda

Overview

ONE is calling on food fans from across the world to turn up the heat on global leaders to put nutrition on their agenda. A billion people suffer from chronic malnutrition and more than three and a half million children will die this year as a result. But you can help change those odds and help 25 million children reach their full potential.

The campaign will launch on September 13, 2012, running to World Food Day in 2013. The first big day of action will take place this World Food Day - October 16th 2012. The star of our year-long campaign is none other than the humble Sweet Potato - a food that along with other key interventions and investments has the potential not just to save the lives of more than 300 children every hour but to improve their future prospects.

ACTIONS YOU CAN TAKE ON SOCIAL MEDIA FOR ONE'S SWEET POTATO CAMPAIGN:

- Sign the petition
- Submit a recipe to our digital cookbook
- Post a photo to Instagram with #recipe4change to win ONE swag
- Write a blog post about our campaign
- Use our sweet potato social media graphics
- Retweet/ repost content from ONE's Twitter and Facebook pages
- Repin sweet potato recipes on our Pinterest page

IMPORTANT URLS TO REMEMBER:

PETITION URL: http://act.one.org/sign/sweet_potato/?source=partners

DIGITAL COOKBOOK URL: <http://recipe4change.tumblr.com>

CAMPAIGN HASHTAG: #recipe4change Use this on Twitter and Instagram

SOCIAL MEDIA:

- <http://facebook.com/one>
- <http://one.org/blog>
- <http://twitter.com/onecampaign>
- <http://pinterest.com/onecampaign>

Twitter

Feel free to write tweets in your own words – but here's a few to get started.

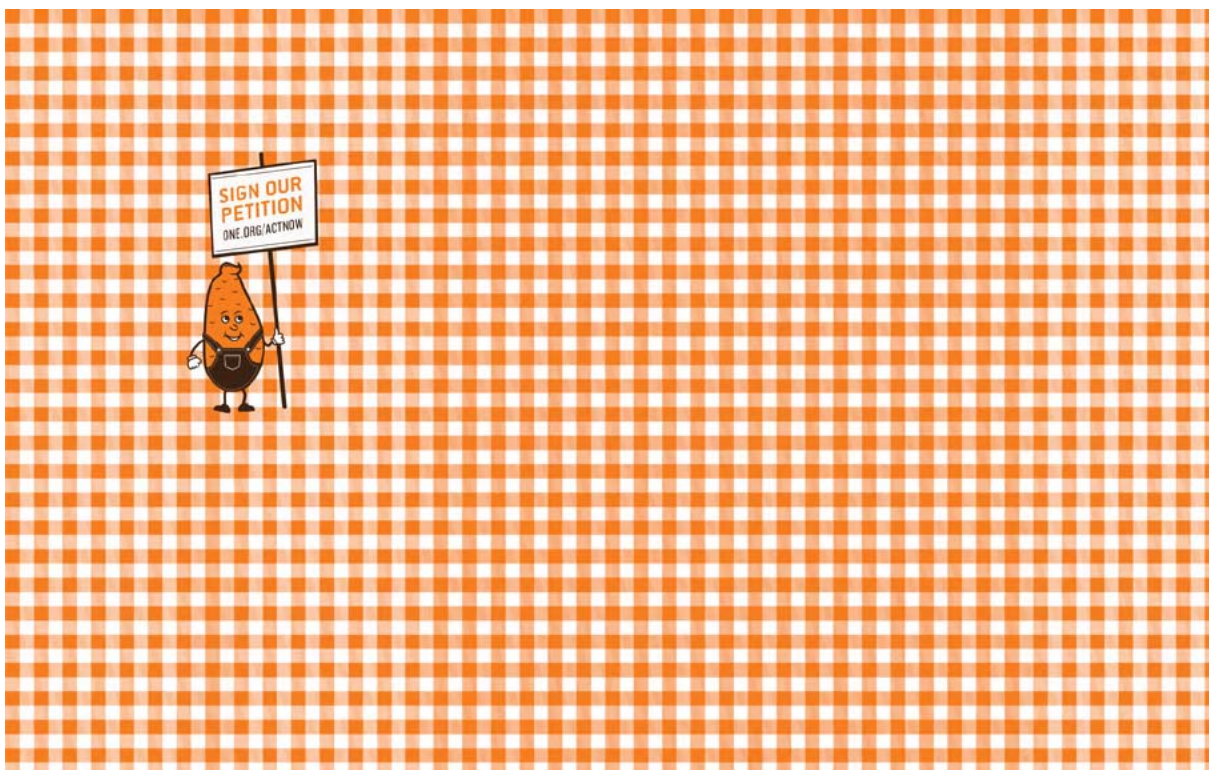
Tell world leaders to help the world's poorest children grow up healthy & strong. <http://bit.ly/0o8HS5> #recipe4change

Urge world leaders to reduce chronic childhood malnutrition for 25,000,000 children by 2016 <http://bit.ly/0o8HS5> #recipe4change

Submit yr best sweet potato dish here <http://bit.ly/PaIRyX> for a chance to be a part of @ONECampaign's cookbook #recipe4change

Post a photo of a sweet potato dish on Instagram tagged w/ #recipe4change & win @ONECampaign gear <http://bit.ly/RQdKK9>

We've also created a Twitter background that can be found in the ZIP file you downloaded:



NOT ACTUAL SIZE

Facebook/Google+

Please upload these Facebook posts as photos and use the suggested language for each photo as a caption. Be sure to tag ONE as @ONE. The hi-res version of each photo is included in the attached zip file.

CAPTION:

The No.1 reason to love sweet potatoes:

<http://bit.ly/0o8HS5>



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CAPTION:

Foodies, here's your big moment to shine. Help @ONE raise awareness for global child nutrition and submit your favorite sweet potato recipe here: <http://bit.ly/RQdKK9>



NOT ACTUAL SIZE

CAPTION:

Make sure the world's poorest children have a chance to live a happy, healthy life. Take action for global child nutrition and SIGN HERE: <http://bit.ly/0o8HS5>



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FACEBOOK TIMELINE COVER:



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Instagram

We're running a contest on Instagram. Please ask your social media followers [see the suggested tweet and Facebook post] to post a photo of anything related to sweet potatoes on Instagram using the #recipe4change hashtag. Every week, we'll give ONE swag to the Instagram user with the most total likes and comments. More here: <http://bit.ly/RQdKK9>

Pinterest

Pin recipes from our digital sweet potato cookbook onto your Pinterest page and encourage your audience to submit recipes. <http://recipe4change.tumblr.com>. Or, repin recipes from our Pinterest Sweet Potato board: <https://pinterest.com/on-ecampaign/best-sweet-potato-recipes/>

Blogging

Help us get the word out about our campaign by blogging about it on your site. You can find all the information you need to write a great blog post here: <http://bit.ly/Oo8HS5>. Don't forget to add a graphic to your post, which you can find in the graphics section below and in the attached zip file.



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