

ROOTED
IN YOU

The
campaign
to re-imagine
ending hunger



social media toolkit



mid-ohio food
collective

foodbank | farm | farmacy | kitchen | market

Imagine.

To support your family, you work two jobs. A nearby pantry offers fresh food, but it's only open in the morning, during your first shift. A visit would take too much time out of your day. You realize you can't afford to shop the food pantry. Maybe you experience a sudden health crisis. Consumed by medical bills, you visit a pantry for the first time. The support gets you through the month. But it doesn't address your ongoing health issues. Your child attends a school that offers free meals, but feels uncomfortable asking for lunch in front of friends.

Some weeks, you pick up fresh produce, but you have no time to turn these ingredients into meals.


Re-Imagine.

You know how complicated hunger can be. Food security is rooted in your health, your housing, your transportation, your income. The solutions must also be rooted in you.

This is a campaign to tear down the barriers; to meet customers where they are.

**This is a campaign rooted in you.
A campaign to re-imagine ending hunger.**

*Use this social media toolkit to spread the word, share your stories, and broaden the impact.
Thank you for your support!*



Suggested Shorthand Posts — Rooted In Us

Facebook, Twitter, Instagram, and LinkedIn

“Since 1980, Mid-Ohio Food Collective has been serving families in need by connecting nutritious food to hundreds of pantries, soup kitchens, and other partners across Ohio. Now, with your help, it’s time to re-imagine ending hunger in our communities. [#RootedInYou](#)”

“With visionary donors like you, we can re-imagine what hunger relief looks like in our communities. Together, we can work to build a hunger-free, healthier, and thriving future for all of our neighbors. Change is [#RootedInYou.](#)”

“Hunger is complicated. But we can see a future where families can access food when they need it, & where hidden barriers are torn down — a future where everyone thrives. This effort is rooted in all of us. Let’s re-imagine hunger relief in central and eastern Ohio. [#RootedInYou](#)”

“Imagine if food pantries had a grocery store experience. Mid-Ohio Markets are mitigating stigma, helping to connect more food to hungry neighbors in need in a way that’s dignified & convenient. With your help, we can continue to make this vision a reality [#RootedInYou](#)”

“Using real-time data and insights from across Mid-Ohio Food Collective’s service footprint, we can provide our hungry neighbors in central and eastern Ohio exactly the right food, at the right place, at the right time — and you can help. [#RootedInYou.](#)”

To help your audience learn more about RootedInYou and make a gift, be sure to add this link to your posts!

www.rootedinyou.org

Suggested Extended Posts — Rooted in Impact

Facebook, Instagram, and LinkedIn

“What does a hunger-free, healthier community look like? It’s students who thrive at school and home, free of the worries hunger carries. It’s local families who can chart a path toward food security, supported by resources and networks. It’s our neighborhoods, brought together by volunteering, learning, and sharing. It’s the prosperity of our region, strengthened by the health and vitality of its people — and it’s all possible because it’s **#RootedInYou**. Make your gift toward a thriving community today at www.rootedinyou.org”

“Imagine if food pantries mirrored the grocery store experience: roomy aisles, attractive lighting, abundant choices, and convenient hours, with options to order ahead and pick meals up curbside. Imagine customers who feel welcomed; who can secure groceries — and also connect with healthcare, housing support, job training, or childcare. This is the future Mid-Ohio Markets will make possible, with your help. Be a part of the change at www.rootedinyou.org **#RootedInYou**”

“From climate controlled green houses and sensors, to innovative growing methods and robotics, Mid-Ohio Farm is the future of urban farming. Imagine vibrant places of growth where our neighbors can tend fresh produce, join classes and attend events — treasured spaces that spark pride and hope, and help connect more fresh food to local families in need. You can help make this vision a reality at www.rootedinyou.org **#RootedInYou**”

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Suggested Extended Posts — Rooted in Impact

Facebook, Instagram, and LinkedIn

“With 40 years of service in the rearview, Mid-Ohio Food Collective is re-imagining the work toward ending hunger, imagining a refreshed facility for the next era in hunger relief. A new production kitchen, where nutritious food is prepared. A refreshed on-site pantry, where customers experience convenient, simple shopping processes. Enhanced meeting spaces, where non-profits share and collaborate. Learn more at www.rootedinyou.org #RootedInYou”

“One of the most important pieces of the effort toward ending hunger is the data that informs us about it. By growing data and insights platforms, Mid-Ohio Food Collective not only can deliver exactly the right food, at the right time, at the right place — but our members of our community can have one central, easy-to-use platform to find the food resources they need. When change is #RootedInYou, you can bring this technology to life. Find out more at www.rootedinyou.org”

Imagine security for our neighbors. The knowledge that the Mid-Ohio Food Collective will always be able to provide, no matter the circumstances. Imagine innovation, pioneering research, cutting-edge strategies. Flexible annual support is critical to the growth of the Food Collective —and the health of our community. This work is rooted in all of us. Make your gift today at www.rootedinyou.org #RootedInYou”

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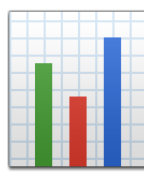
Extra Tips for Success

#RootedInYou

The Hashtag

We encourage frequent use of the #RootedInYou hashtag to help organize and drive conversations about the comprehensive campaign. Use of the hashtag does the following:

- **Curation:** Any click on the hashtag will yield more search results
- **Reach and discoverability:** The more traffic driven with this hashtag, the more likely that Rooted In You messaging will reach new audiences
- **Measurement:** The hashtag can be used to see how many posts were shared in recognition and promotion of Rooted In You by community members and beyond



Emojis

In addition to the #RootedInYou hashtag, feel welcome to highlight the impact of Rooted In You by utilizing related emojis in your social media posts. The vibrant colors can help your posts stand out!

- **Mid-Ohio Market:** Fresh Food & Groceries
- **Data & Insights:** Technology & Data
- **Mid-Ohio Farm:** Fresh Food & Farming
- **Facility Innovation:** Fresh Food & Transportation

Where to find us:

Follow along with our accounts to tag, share and engage with our #RootedInYou content!



[Mid-Ohio Food Collective](#)



[@midohiofoodbank](#)



[@midohiofoodcollective](#)



[Mid-Ohio Food Collective](#)

[Check out downloadable graphics for posting HERE](#)

Questions, comments, or concerns?

Contact our Social Media Coordinator:

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