

# Social media toolkit

02 April 2024

## Communications toolkit – promoting food choices for climate, and nature

### Why you should use this toolkit

As an organisation or business in the community, you are in a great position to help influence change that will protect nature, tackle climate change and help local people access healthy food. This social media toolkit has been prepared to help you promote changes related to food and climate change.

Food is one of the easiest ways for everyone to reduce our impact on the environment and raising awareness through your social media channels will show your support for change.

### How to use this kit

Below is useful information and some suggested social media messages and [images](#) you can share to help encourage change. We'll be posting on our social media channels about food waste and climate change in May. You can follow us on [Twitter](#) and [Facebook](#).

You can make changes to the text to suit your social media platforms and use the graphics separately or as part of a post.

### Food - May 2024

Food production has a big impact on the environment, simple, everyday changes to reduce food waste, what we eat and where we buy our food can make a difference to our carbon emissions and save money.

### How we use food

Globally food waste accounts for around 10% of carbon emissions. This is due to the land use, energy, water, packaging, and transportation of food. The good news is that there are lots of simple ways to reduce food waste which are better for the planet and our pockets.

Simple measures can make a big difference:

- planning your meals prevents buying too much,
- use your scales to measure portion size,
- washing, instead of peeling vegetables,

- making meals from leftovers.

For great tips on how to make changes see [Love Food Hate Waste](#)

## Where food comes from

- Growing some of your fruit and veg on your windowsill or garden is easier than you think. For windows - lettuce, tomatoes, radishes and herbs and in pots or in the garden strawberries, raspberries, potatoes, and spinach are easy to grow. Find out more [Grow your own fruit, vegetables & herbs / RHS Gardening](#)
- Locally produced and seasonal food produces fewer emissions. Seasonal food is more likely to have travelled by boat rather than air and local/UK produce has even less distance to travel. Find out more [Eat the Seasons](#)

Support our local farmers and retailers. Find out about local schemes: [Local Food | One You South Gloucestershire \(southglos.gov.uk\)](#)

## What we eat

Different foods have different levels of environmental impact, vegetables tend to have a lower impact.

Meat has a very high carbon footprint partly because of the food needed for livestock which is often imported to this country.

Simply having one, two or more meat free days a week is an easy way to reduce your environmental impact. Find out more [Why it matters - Meat Free Monday](#)

## Suggested social media posts

Facebook	Twitter
Slash your grocery bill and be a climate champion – all thanks to leftovers. Turn them into delicious new meals, save money, and reduce food waste. Find recipe ideas at <a href="http://www.lovefoodhatewaste.com">www.lovefoodhatewaste.com</a> #LoveYourLeftovers	Repurpose leftovers for lunch – it's a budget-friendly way to fight food waste and enjoy tasty, ready-made meals. <a href="http://www.lovefoodhatewaste.com">www.lovefoodhatewaste.com</a> #LoveYourLeftovers
Want to save money and reduce your impact on the environment, you could reduce how much meat you eat - find out more <a href="https://meatfreemondays.com/">https://meatfreemondays.com/</a> #MeatFreeMondays	Save money with easy changes to your food habits. Having meat free days will cut your food bill and reduce carbon <a href="https://meatfreemondays.com/">https://meatfreemondays.com/</a> #MeatFreeMondays
Reasons to be a seasonal eater: <ul style="list-style-type: none"> <li>• Eco-friendly eats: Less travel means less fuel burned, keeping our planet happy.</li> <li>• Budget-friendly bites: Seasonal produce is often cheaper, because it hasn't racked up the miles.</li> <li>• Support your local heroes: Choose local seasonal food and you're supporting our farmers.</li> </ul>	#EatTheSeasons for tastier food, reduce carbon, and save money <a href="http://www.eattheseasons.co.uk">www.eattheseasons.co.uk</a>

<ul style="list-style-type: none"> <li>• Flavour explosion: Fresher ingredients, straight from the source, translate to tastier, more nutritious food on your plate.</li> </ul> <p>Find out what's in season <a href="http://www.eattheseasons.co.uk">www.eattheseasons.co.uk</a></p>	
<p>Be a food superstar and waste warrior in your kitchen:</p> <ul style="list-style-type: none"> <li>• Conquer the shopping list: Grab a pen and plan your meals. Only buy what you'll use, stop the impulse buys.</li> <li>• A meal mastermind: Plan your meals for the week to avoid forgotten ingredients. Eat what you buy before it goes off – first in, first out.</li> <li>• Freeze it, don't lose it: Got leftover goodies? Freeze them for future meals.</li> <li>• Recycle right: Scraps and leftovers that can't be saved put in the food recycling bin.</li> </ul> <p>#LoveFoodHateWaste</p>	<p>#LoveFoodHateWaste by planning meals and freezing what you can't use. Cut your carbon and save money.</p>
<p>It's easy to grow salad, strawberries and tomatoes in the garden or windowsill containers. It's a great activity for the kids to get involved with and cuts food miles.</p> <p>#GrowYourOwn</p>	<p>Get growing for fresh nutritious salad and veg at home. Lettuce, tomatoes, raspberries, and courgettes are easy to grow and will help cut your carbon.</p> <p>#GrowYourOwn</p>
<p>Prevent food waste and save money. Plan your meals before shopping to buy only what you'll use. It's a win-win for your wallet and the planet, reducing your carbon footprint.</p> <p><a href="http://www.lovefoodhatewaste.com">www.lovefoodhatewaste.com</a></p>	<p>Plan a few meals each week – reduce food waste and save money.</p> <p><a href="http://www.lovefoodhatewaste.com">www.lovefoodhatewaste.com</a></p>

## Social media graphics (click on images to download)



## Useful links

[Local Food | One You South Gloucestershire \(southglos.gov.uk\)](https://southglos.gov.uk)

[Reduce food waste – Love Food Hate Waste](#)

[Eating seasonally](#)

[Meat Free Mondays](#)

[Climatarian – The easy, healthy, climate friendly diet](#)

[Planetary health diet – BBC](#)

[Grow your own food](#)

[South Gloucestershire Council – Climate Change](#)