



SOCIAL MEDIA TOOLKIT

Main schools' programme launches 2nd March
Veg Hunters & The Great Veg Vote launches from 12th January

SOCIAL MEDIA

Our campaign is about everyone coming together - parents, carers, catering teams, schools, local government, nutritionists, retailers and celebrities - to help children and their families to eat more vegetables. Social media is where that community meets to support and inspire each other.

We will be using our **#EatThemToDefeatThem** hashtag which has been posted over 53,000 times by over 14,000 different users including celebrities, top chefs, our sponsors and partners and, most importantly, thousands of caterers, schools and families who have shared their success and fun with the campaign. Overall, we have reached over 75m accounts on social media but need your help to keep it going.

HOW CAN YOU SUPPORT?

If you are a supporter...

e.g. Sponsors, nutritionists, chefs, public health specialists etc.

To help create excitement and support the launch we'd love you to post about Eat Them to Defeat Them as it takes place in schools the week of 2nd March 2025.

We've drafted these suggested posts:

Launch Post – if your audience are schools, caterers, and other professionals...

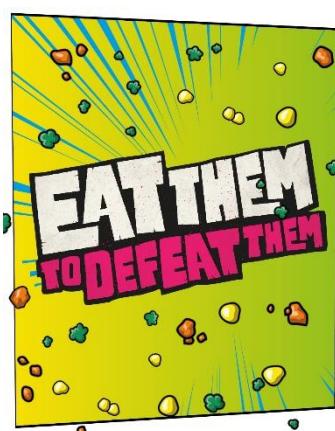
#EatThemtoDefeatThem is back and ready to get more kids eating veg! Find fun, games and campaign resources on Eatthemtodefeatthem.com

Launch Post – if your audience is parents & carers....

#EatThemtoDefeatThem has returned! Get your kids ready to munch, crunch and chomp those veggies. Top tips, fun and prizes at Eatthemtodefeatthem.com

Images: This great image is available here:

<https://eatthemtodefeatthem.com/schools/digital-resources/>



EAT THEM TO DEFEAT THEM

Sharing & Cheering

This campaign is all about kids having fun and eating veg – please join us in celebrating and supporting teachers, school caterers and parents. Any support to champion them – like, share, comment – would be most welcome! Follow **#EatThemToDefeatThem**

If you are a school or caterer...

We'd love you to share your victories via your social channels. We'd love to see munching and crushing, tearing and chomping - whether it's a delicate nibble on a celery stick or a massive chomp on some broccoli, we want to see kids having fun as they take down the veg!

Don't forget the hashtag
#EatThemToDefeatThem.

If you are running the Great Veg Vote

Why not post up your school's favourite vegetables? We have created these great images you're welcome to use.



As well as **#EatThemToDefeatThem** please add **#GreatVegVote**

Those are available here: <https://eatthemtodefeatthem.com/schools/the-great-veg-vote/>

Massive thanks to our main campaign sponsors Sainsbury's and the many schools, community groups and caterers supporting us with their commitment and passion.