**SAMPLE SOCIAL MEDIA POSTS
Wasted Food Wasted Money 1-week measurement challenge**

For this challenge, you are encouraged to tag participating businesses and ask them to share or retweet these posts. These posts are designed to be an added incentive for local businesses to participate. The samples below are written for the challenge taking place over the span of one month. Photos are available in the photo library.

Sample kick off and reminder posts:

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| **Facebook**  | **Twitter**  |
| Did you know that we waste an estimated 63 million tons of food a year, and that nearly 40% of that waste comes from businesses? This month we’re encouraging businesses to step up to the plate and participate in our 1-week measurement challenge. Is your business up for the challenge? www.website.com #SaveMoney #SaveResources #BeALeader | Kicking off our #1WeekChallenge today! Is your business ready to #StopWastedFood? [www.wesbite.com]#WastedFoodWastedMoney |
| Forty percent of wasted food is estimated to come from commercial food businesses, such as restaurants, grocery stores and commercial food service operations. To combat this growing problem, [local government] is asking businesses to spend one week measuring the amount of wasted food they generate. Find out more at www.website.com  | 40% of all #WastedFood comes from food service businesses. Join local businesses & take the #1WeekChallenge [www.wesbite.com]##BeALeader |
| Only 10 days left to join other local businesses to help [local government] tackle wasted food. Not only does wasted food have severe environmental impacts, but it also costs businesses an estimated $57 billion annually. Join other businesses and take the first step today. We’ve got the tools to get you started! [www.website.com](http://www.website.com)  | Only 10 days left to reduce environmental impacts in the kitchen and #BeALeader. Take the #1WeekChallenge. [www.wesbite.com] |

Sample acknowledgment posts to use throughout the campaign
*(Encourage local businesses to send photos of them measuring waste)*

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| **Facebook**  | **Twitter**  |
| Shout out to @tagbusiness for taking the 1-week measurement challenge! Wasting food is a serious problem, and businesses like @tagbusiness are taking the first step to reduce waste.  [www.website.com](http://www.website.com) | Have you heard about the #1WeekChallenge? @tagbusiness heard & is already seeing results. #MeasurementMatters #BeALeader |
| Way to go @tagbusiness and @tagbusiness for taking the 1-week measurement challenge! An estimated 25 to 40 percent of all food produced or imported for consumption in the United States is never eaten. Learn more at www.website.com. | Congrats @tagbusiness for taking the #1WeekChallenge to #StopWastedFood. [www.wesbite.com] #BeALeader |

**Suggested hashtags**

#1WeekChallenge #WastedFoodWastedMoney #StopWastedFood #SaveMoney #SaveResources #BeALeader #MeasurementMatters