



INSTRUCTIONS FOR SOCIAL POSTS

TAG US: Please include the appropriate AFM social media handle (@AvocadosFromMexico on Facebook or @AvosFromMexico on Twitter) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!

#HASHTAGS: Include hashtags (#) provided to help shoppers and others find targeted content on #AvocadoSalad, #GoodFats, #Guac, #AvocadosFromMexico.

SAMPLE SOCIAL MEDIA POSTS

NUTRITION POSTS FROM THE EXPERTS: YOUR RETAIL RD

- Ask for a Registered Dietitian the next time you visit your supermarket—these in-store experts can help with avocado nutrition questions, recipe inspiration and so much more! #GoodFats #AvocadosFromMexico
- Do you want an easy way to boost fruit and vegetable intake? Eat more #AvocadoSalad! It's easy to eat more produce when it comes to #AvocadosFromMexico
- Ask a #RetailRD to explain the benefits of #GoodFats and how to make smarter choices for heart health.

RECIPE POSTS FOR SALADS

- Adding #AvocadosFromMexico to salads is an easy way to boost flavor and heart health. Make sure to tag #GoodFats and @AvocadosFromMexico when showing a nutritious recipe featuring avocados.
- Get more #AvocadosFromMexico salad inspiration at: AvocadoSaladCenter.com
- Learn how to make this delicious #AvocadosFromMexico Fruit Salad with Avocado Coconut Lime Dressing <https://bit.ly/2UdS2FD> #AvocadoSalad #GoodFats
- Get #GoodFats and #AvocadoSalad inspiration on #AvocadosFromMexico Pinterest boards pinterest.com/AvosFromMexico/
- If you want a flavorful salad On-The-Go, try this #AvocadosFromMexico Chicken Salad served in Mason Jars! <https://bit.ly/33qPc4h> #AvocadoSalad #GoodFats

RECIPE POSTS FOR DRESSINGS

- Heart healthy avocados are a nutrient dense, versatile fruit with dietary fiber. Give a flavor boost to salads or make creamy, delicious salad dressing with #AvocadosFromMexico

HOW TO USE AVOCADO IMAGERY

- When using avocados in imagery, it's important to present the fruit in a way that shows it's vibrant in color, ripe and ready to eat. The inside should be yellow with a clearly visible green outline, while the outside of the fruit should be black.
- Inversely, avocados should never be presented in a way that implies they are unripe. Do not use imagery that is dull in color and has the fruit's flesh looking pale almost to the point of looking white. Don't present avocados with green skin and never display the next to knives.



FOLLOW AND TAG US!



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