**INSTRUCTIONS FOR SOCIAL POSTS**

1. Tag Us: Please include the appropriate AFM social media handle  (@AvocadosFromMexico or @AvosFromMexico) when posting so that we can follow your retailer and possibly re-post to our millions  of followers too!
2. #Hashtags: Include hashtags (#) provided to help shoppers  and others find targeted content on #GoodFats, etc.

**SAMPLE SOCIAL MEDIA CAPTIONS**

**FAMILY MEALS**

* **September** is National Family Meals Month. #AvocadosFromMexico can help you take any dish from good to great! Get inspiration from our newest #FamilyMeals recipe booklet at MyAvoNutriton.com
* Avocados are a game-winning source of #GoodFats for your family’s starting lineup of delicious and nutritious meals and snacks. Find inspiration here: AvocadosFromMexico.com/recipe/ #AvocadosFromMexico
* **September 16th** is National Guacamole Day. Get your Guac On with recipes from #AvocadosFromMexico AvocadosFromMexico.com/guacamole/ #GoodFats

**TACO TUESDAYS**

* Take #TacoTuesday to a new level with #AvocadosFromMexico! DYK? Family meals lead to healthier food choices and increase fruit and vegetable consumption. Read this 2018 study: <https://bit.ly/2E3GyPk>
* **October 4th** is #NationalTacoDay – Celebrate with #AvocadosFromMexico and boost your #GoodFats game by adding avocados!
* Family Meals are #AlwaysWorthIt with #AvocadosFromMexico! Avocados are nutrient dense because they contribute nearly 20 vitamins and minerals.
* #AvocadosFromMexico take any #TacoTuesday from good to great with #GoodFats! A great way to boost dietary fiber and folic acid too!

**TRY-DAY FRIDAYS**

* Only 1 in 10 adults meets the federal fruit and vegetable recommendations. #AvocadosFromMexico makes it easy to increase your intake by adding this heart healthy fruit to any meal or snack!
* Tell us how you do the #AvocadoSwap – Boost intake of fresh fruit and #GoodFats in avocados. Try these devilishly good eggs: [bit.ly/2HoMz9B](http://bit.ly/2HoMz9B)  #AvocadosFromMexico
* Family meals provide a unique opportunity to expose children to new foods, reduce picky eating and reinforce healthy habits that can last a lifetime. #RDchat