Double Up Partner Social Media Toolkit

Thank you for helping us spread the word about Double Up Food Bucks! Below are digital assets and sample social media posts to make it easy for you to share this information with your communities.

Assets:

Double Up Michigan Website

- How Double Up Works
- Find a Location – *interactive map with Double Up MI locations*
- Fresh News – *including recipes and tips*

Social Media Graphics

How Double Up Works Videos (YouTube)

Sample Email Feature

- Have a Bridge Card? You can bring home more fruits and veggies.
  When you buy produce with your Bridge Card/EBT, you can earn a dollar-for-dollar match with Double Up Food Bucks to spend on more fruits and veggies. See how it works and find a participating location near you: doubleupfoodbucks.org/how-double-up-works

Sample Social Media Posts

Be sure to tag @Double Up Food Bucks Michigan on Facebook!

General

- Have a Bridge Card? Learn how @Double Up Food Bucks Michigan helps you bring home more fruits and veggies: doubleupfoodbucks.org/how-double-up-works

- Great news for Michiganders who use SNAP!
  When you buy produce with your Bridge Card/EBT, you can earn more @Double Up Food Bucks Michigan to spend on fruits and veggies. See how it works and find a

participating location near you: doubleupfoodbucks.org/how-double-up-works

- Did you know? If you shop with a Bridge Card/EBT at participating locations, @Double Up Food Bucks Michigan matches your fruit and vegetable purchases dollar for dollar.

  See how to get twice the fresh fruits and veggies with Double Up: doubleupfoodbucks.org/how-double-up-works

  Spanish:
  ¿Sabía que...? Si compra con una tarjeta Bridge/EBT en las ubicaciones participantes, Double Up Food Bucks duplica sus compras de frutas y verduras dólar por dólar. Esto significa que usted y su familia reciben el doble de frutas y verduras frescas. Vea cómo funciona Double Up en: doubleupfoodbucks.org/how-double-up-works

  Mandarin:
  您知道吗？如果您在参与活动的地点使用 Bridge Card/EBT 购物，“食品购买力加倍”补助可用于您购买的水果和蔬菜进行一美元对一美元的兑换，每天最多兑换 20 美元。这意味着您和您的家人可以获得双倍的新鲜水果和蔬菜。了解“食品购买力加倍”如何运作，请访问： doubleupfoodbucks.org/how-double-up-works

  Arabic:
  هل كنتم تعلمون؟إذا كنتم تتسوقون باستخدام بطاقة EBT/Bridge في المواقع المشاركة، فإن برنامج Double Up Food Bucks يطابق قيمة مشترياتكم من الفاكهة والخضروات بالدولار مقابل الدولار، بما يصل إلى 20$ في اليوم.وهذا يعني أنكم أنتم وعائلتكم تحصلون على ضعف كمية الفواكه والخضروات الطازجة. تعرفوا على كيف يعمل برنامج Double Up على الموقع: doubleupfoodbucks.org/how-double-up-works

Farmers Market Season

- Your SNAP dollars go further at the farmers market. 🥕
  With @Double Up Food Bucks Michigan, you get a dollar-for-dollar match on fruits and vegetables you buy with your EBT/Bridge Card at participating farmers markets.

  See how you can bring home more fresh produce for your family from more than 100 farmers markets across Michigan: doubleupfoodbucks.org/find-a-location

- Did you know: You can purchase seedlings, seeds, and other food-producing plants with your EBT/Bridge Card and Double Up Food Bucks? It's a great way to combine the fruits and veggies you purchase through the program with what you can grow at home.

  Here are some shopping and gardening tips from our friends at @Double Up Food

Bucks Michigan: doubleupfoodbucks.org/easy-home-garden-ideas

Helpful Tips

- Get the most out of your fresh produce!
  Check out @Double Up Food Bucks Michigan's blog for helpful tips on storing and freezing fresh produce:
  doubleupfoodbucks.org/how-to-keep-your-produce-fresh

Shop Local

- Did you know that locally grown food doesn't just taste delicious, it's also good for our communities? Check out @Double Up Food Bucks Michigan's blog for five reasons why buying and eating locally-grown fruits and veggies is the way to go:
  doubleupfoodbucks.org/5-reasons-to-eat-locally-grown-food

- Locally grown, in-season produce can often cost less, taste better, and offer more nutrients. Here are some ways to take advantage of Michigan's growing season, running from April through the fall! doubleupfoodbucks.org/buying-local

Shop Seasonally - Spring/Summer:

- It's [Spring/Summer]! And there are so many fresh fruits and veggies to choose from. If you shop with a Bridge/EBT Card, see how @Double Up Food Bucks Michigan can help you bring home more fruits and veggies: doubleupfoodbucks.org/how-double-up-works

- Eating seasonal fruits and vegetables is delicious! And during the [Spring/Summer], there are so many fresh Michigan-grown options to choose from. Check out @Double Up Food Bucks Michigan's blog to see what's in peak season right now, and don't forget to Double Up with your Bridge/EBT card!
  doubleupfoodbucks.org/whats-in-season-summer-edition

- The weather's getting warmer and it's the perfect time to Double Up on fresh fruits and veggies for your next BBQ! If you shop with a Bridge/EBT Card, see how @Double Up Food Bucks Michigan can help you bring home more fruits and veggies:
  doubleupfoodbucks.org/how-double-up-works

Shop Seasonally - Fall:

- It's harvest season! And there are so many fresh fruits and veggies to choose from. If you shop with a Bridge/EBT Card, see how @Double Up Food Bucks Michigan can help you bring home more fruits and veggies: doubleupfoodbucks.org/how-double-

up-works

- Fall is here, and so are delicious Michigan-grown apples, squash, root veggies and more! Check out @Double Up Food Bucks Michigan's blog to see what's in peak season right now, and don't forget to Double Up with your Bridge/EBT card. doubleupfoodbucks.org/whats-in-season-fall-edition

Holiday:

- The holidays are a great time to use Double Up Food Bucks to bring home twice the fresh fruits and veggies. If you have a Bridge/EBT Card, you're eligible to get your fresh produce purchased matched! Ask our staff how to get started next time you shop, and learn more about how @Double Up Food Bucks Michigan works: doubleupfoodbucks.org/how-double-up-works

Share your content with Double Up!

We're always looking for content to share on Facebook, like photos and information about participating Double Up farmers markets!

- Send us an email: info@doubleupfoodbucks.org
- Send us a Facebook message: Double Up Food Bucks Michigan
- Don't forget to tag us in your Facebook posts! @Double Up Food Bucks Michigan