

# SOCIAL MEDIA PACK

## Food Allergens Campaign

September 2021



Safonau Masnach Cymru  
Trading Standards Wales



Chartered Trading  
Standards Institute

This social media pack is designed to encourage and assist with the promotion of the food allergy awareness resources created by Greater Gwent Food Group and hosted by the Chartered Trading Standards Institute at: [www.tradingstandards.uk/foodallergens/resources](http://www.tradingstandards.uk/foodallergens/resources)

The resources include a comprehensive presentation on food allergens and how to manage them, posters and fact sheets in all of the languages below and two short films - one featuring a teenager with a serious allergic condition, Chloe Fitzpatrick, and another featuring the family of Megan Lee who died in 2016 after eating a takeaway prepared with nuts.

When sharing content, please use the **#BeAllergyAware** hashtag alongside any other hashtags you wish to use and feel free to copy **@ctsi\_uk** and **@jts\_editorial** on Twitter.

## Contents

### Images

English	5 x Facebook images	5 x Twitter images	5 x LinkedIn images
Welsh	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Urdu (Pakistan)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Kurdish Sorani (Iraq)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Hindi (India)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Chinese (traditional)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Chinese (simplified)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image
Bengali (Bangla)	1 x Facebook image	1 x Twitter image	1 x LinkedIn image

### Videos

English	Main campaign trailer	Megan's story trailer	Chloe's story trailer
Welsh	Main campaign trailer		

If you are less experienced with social media, there is some general advice offered on the reverse of this cover sheet. If you have any specific questions about the resources in this pack, please email [pressoffice@tsi.org.uk](mailto:pressoffice@tsi.org.uk)

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### Facebook

Facebook allows you to create long-form content on your posts. However, research suggests that you should keep it short and sweet. 0-50 characters tends to drive the most engagement but this will vary so it's worth testing different text lengths to see what works best with your audience.

Hashtags on Facebook are not widely used but it's best practice to use them as they can increase organic reach if used correctly.

Post with no more than 1 or 2 hashtags.

Use a tool like Bitly to shorten your URL.

Use page insights to monitor your metrics to find trends in engagement so that you know what content is succeeding and what days and times your posts are receiving more engagement.

### Twitter

Twitter has upped its character limit to 280 characters, but if you want to obtain greater engagement, try to keep your tweet between 71 and 100 characters. Don't over hashtag. One to two relevant hashtags per Tweet is the sweet spot. Build those hashtags into the text wherever possible, otherwise, add them after your text. Use a tool like Bitly to shorten your URL. Add the link underneath your text and hashtags. There is no best universal time to post on Twitter although common advice is between 8-10 am and 6-9 pm to share your content. It's best to analyse your own platform insights and test different times across the week to see which works best for you.

### LinkedIn

The LinkedIn post character limit is 3,000 characters. Longer form post content can work well on this platform providing it is engaging. Test longer form posts and monitor how well they engage vs more succinct posts. Make sure your text posts are well-spaced. Use only 1-2 sentences per paragraph. Focus on your text on this platform. LinkedIn users are more readers than viewers. LinkedIn will suggest hashtags to you, use two to three per post and try to incorporate them into your content.

### General

Avoid punctuation and spacing in all hashtags used. Given the pace at which people scroll through social media, short key phrases can stand out well. In the case of the food allergy resources, focussing on it being free to access, the latest resource, a vital business resource, a must-read resource etc can feel very salesy, but may get a business owner or manager to click through. It's best practice to include a call to action in each post e.g. download the resources now. Again, it seems obvious that users should click on a link, but they are more likely to do so if your post tells them to.