

SOCIAL MEDIA TOOLKIT

Prepared by
RI Seafood





PURPOSE OF THE TOOLKIT

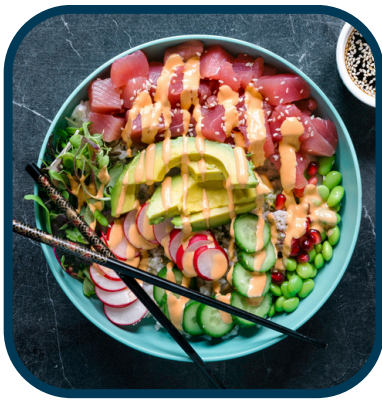
Marketing Support

This toolkit is meant to be a resource for our partners looking to advertise their commitment to sourcing local and their partnership with RI Seafood. Let this be an asset to you when crafting posts for your own social media outlets!

Uniform Language

We want seafood consumers across Rhode Island to understand what the RI Seafood brand is and why it is important for a business to be a partner. If all of our partners are using uniform language and messaging, we can better communicate the significance of being a partner to a wider audience.

EVERGREEN POSTS



Post #1

“We are proud to offer fresh, locally caught seafood at our business. The RI Seafood Finder makes finding fresh and local seafood options fun and easy! You can look for seafood markets, restaurants, and direct sellers near you throughout the Ocean State at [SeafoodRI.com!](https://SeafoodRI.com)”



Post #2

“We are proud to partner with (TAG US!) and offer fresh, local seafood at our business. #FindYourFresh and support local seafood businesses using the local seafood finder at [SeafoodRI.com!](https://SeafoodRI.com)”



Post #3

“What species are you the most excited to try this month? Find weekly landing data, where species can be found, how they are harvested, and more at [SeafoodRI.com!](https://SeafoodRI.com)”

EVERGREEN POSTS



Post #4

“We choose to offer fresh, local seafood to support the thousands of individuals involved in the RI seafood industry. Connect with the people of Rhode Island's seafood community and #FindYourFresh: visit SeafoodRI.com to learn more about RI's bountiful waters and where you can buy locally caught seafood.”



Post #5

“Have you noticed a little blue, white, and gold anchor logo on display at our business? The (TAG US!) logo ensures that the business you are shopping or dining at, sources fresh and local seafood. Visit SeafoodRI.com to learn more about RI's bountiful waters and where you can buy locally caught seafood.”



Post #6

“We are proud to support the hard-working fishers and harvesters in RI by offering fresh, local seafood at our business! Show your love to the many fishers and harvesters in RI! Because of their hard work, Rhode Islander’s can purchase fresh and local seafood year-round.

#FindYourFresh and support local seafood businesses using the local seafood finder at [SeafoodRI.com!](http://SeafoodRI.com)”



TAGGING *RI SEAFOOD*

Be sure to tag RI Seafood in your posts on Facebook and Instagram! Tag us using **@RISeafoodRocks** on Facebook and **@RI.seafood** on Instagram!



@RISeafoodRocks

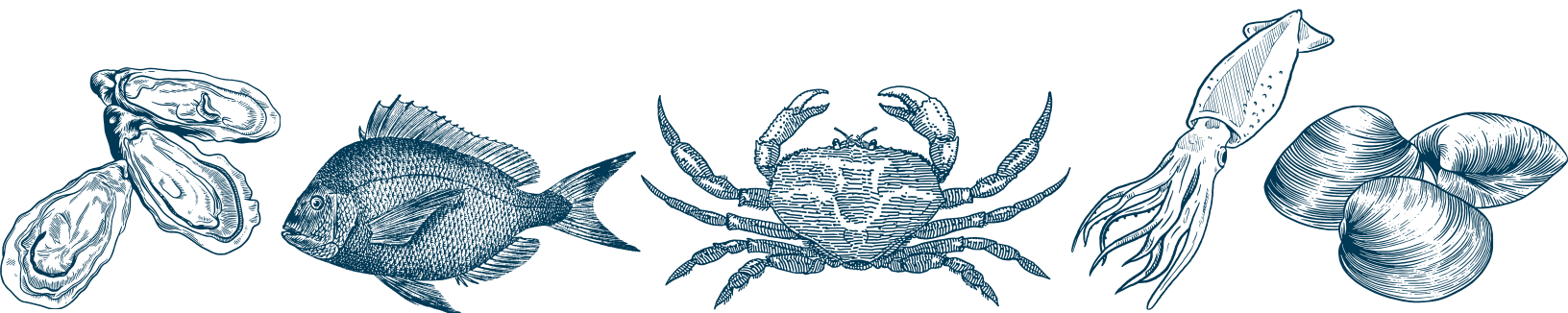


@RI.seafood

ADDITIONAL POST LANGUAGE

“When buying Rhode Island seafood, you are...

- **...supporting local economies, fishers, and harvesters throughout the Ocean State.”**
- **...choosing an environmentally friendly source of protein with half the carbon footprint of red meat.”**
- **...reducing the percentage of imported and exported seafood in the Ocean State.”**
- **...choosing a healthy source of protein that contains a variety of important vitamins, minerals and Omega-3 fatty acids.”**





HASHTAGS TO USE...

**#Foodie #RISeafood #EatMoreFish #FreshFish
#KnowYourFisherman #KnowYourHarvester
#SeafoodWithValues #KnowYourSeafood #EatLocal
#FindYourFresh #LocalSeafood #FreshAndLocal**