# Partner post guidance - Use Food Well

## Key talking points

* Know the cost. On average, food waste can cost a family $3,000 a year.
* Use food well by becoming an expert in food storage, shopping smart, meal planning and using creative recipes.
* Food waste affects everyone. Reducing our collective food waste could help reduce Washington's greenhouse gas emissions by over 1.9 million metric tons a year. That's the same as removing emissions from more than 500,000 cars annually.

## Platforms to tag

* **Facebook -** @EcologyWA
* **Instagram -** @Ecologywa
* **Threads -** @Ecologywa
* **BlueSky -** @Ecology.wa.gov
* **TikTok -** @Ecologywa
* **LinkedIn -** @WashingtonStateDepartmentOfEcology

## Call to action – relevant links

Content should point to a relevant campaign link. Depending on the call to action included in the content, you can point to different campaign pages.

* **Smart shopping guide:** https://apps.ecology.wa.gov/publications/documents/2407016.pdf
* **Meal planning guide:** https://apps.ecology.wa.gov/publications/documents/2407015.pdf
* **Creative recipes:** https://ecology.wa.gov/waste-toxics/reducing-recycling-waste/organics-and-food-waste/sustainable-food-center/food-waste-reduction/plan-and-cook
* **Food storage:** https://ecology.wa.gov/waste-toxics/reducing-recycling-waste/organics-and-food-waste/sustainable-food-center/food-waste-reduction/store-and-preserve
* **General campaign page:** www.UseFoodWell.org

## Hashtags

Please incorporate #UseFoodWell, #FoodWasteReduction, and/or #FoodWasteAddsUP to posts on platforms that support hashtags for added visibility.

## Amplifying partner posts

**What is it?**

This is a stand-alone post made by a partner that is shared or amplified by Ecology’s accounts.

**What platforms support this?**

* Facebook (stories and feed)
* Instagram (stories)
* BlueSky
* Threads
* LinkedIn
* TikTok

**What are the expectations?**

Content created independently that represents a partnership with Ecology should use creatives from the campaign when possible, including the Use Food Well logo. Please email our contacts listed below when you’ve made a partner post and we’re happy to share it from Ecology’s accounts.

**What is the process?**

When you’ve made a post featuring the Use Food Well campaign, please tag Ecology (using the correct platform handle) and send an email to the Digital Media Manager, Campaign Lead, and Comms Manager with a link to the post. This will allow the team to amplify posts in a timely and strategic manner.

## Creating Collaborative posts

**What is it?**

This allows content to display on the social feed of the primary poster as well as on the feed of the collaborator. It will show up at the same time on both accounts, and content and engagement will include all parties.

**What platforms support this?**

* Facebook
* Instagram
* TikTok

**What are the expectations?**

Collaborative posts must be reviewed, approved, and scheduled in advance. This helps to streamline our agency voice and style and ensure the posting schedule doesn’t interfere with other planned content.

**What is the process?**

* If you’re planning a collaborative post, please connect with the Campaign Lead (Jade Monroe), Comms Manager (Dave Bennett), and Digital Media Manager (Mary Watkins) to ensure there is interest before proceeding. Please reach out no less than one week in advance of desired posting time.
* Once there is sign off, you’ll work collaboratively with the Digital Media Manager to plan the post details.
* Once a direction is chosen and workload is delegated, we will agree on a date and time to post. The Digital Media Manager will connect back with the Campaign Lead and Comms Manager for final approval and add the post to the shared calendar.

## Logo use and style

* Partner posts that are being amplified should use the “Use Food Well” logo when possible. Campaign logos can be found and downloaded under “Assets for ads” tab [here.](https://ecology.wa.gov/waste-toxics/reducing-recycling-waste/organics-and-food-waste/sustainable-food-center/food-waste-reduction/resources)
* Collaborative content should adhere to the campaign style guidance. Additional style guidance for this campaign can be found [here.](https://apps.ecology.wa.gov/publications/documents/2407003.pdf) Collaborative content must be approved before posting by the Campaign Lead, Communications Manager, and Digital Media Manager.

## Campaign contacts

Please reach out to the contacts below with questions or if you need additional support.

* **Jade Monroe -** Campaign Lead

Jade.Monroe@ecy.wa.gov

* **Dave Bennett -** Communications Manager

Dave.Bennett@ecy.wa.gov

* **Mary Watkins -** Digital Media Manager

Mary.Watkins@ecy.wa.gov

* **Food Waste Center -** Shared campaign inbox

FoodCenter@ecy.wa.gov