**REMEMBER:** USE #FTCampaigns on every single related post—this is how we will track success of the campaign, and determine winners

**REMEMBER:** Follow and tag Fair Trade Campaigns across channels to help us find and promote your posts: [Facebook](https://www.facebook.com/fairtradecampaigns), [Instagram](https://instagram.com/fairtradecampaigns/), [Twitter](https://twitter.com/FTCampaigns), [Pinterest](https://www.pinterest.com/ftcampaigns/)

**REMEMBER:** Attach the respective photo to each post—let Fair Trade Campaigns know if you need images sent separately

*Fair Trade Campaigns will post everything to Facebook, Twitter, and Instagram to increase reach—we recommend you do the same!*

***Here are some sample posts for Facebook and Twitter that you can adapt across channels:***

**POST #1**

**Facebook:**

WIN a trip to Mexico with @FairTradeCampaigns! <http://bit.ly/FairTradePhotofest>

Enter NOW: 1.) Snap a photo of your favorite Fair Trade product 2.) Post on social media using #FTCampaigns 3.) Get friends and family to vote for your photo

**Twitter:**

#Win a trip to #Mexico - Post a pic with your favorite #FairTrade product using #FTCampaigns! <http://bit.ly/FairTradePhotofest>



**POST #2**

**Facebook:**   
WIN a box full of #FairTrade goodies like these comfy @PACT sccks!! <http://bit.ly/FairTradePhotofest>

Enter NOW: 1.) Snap a photo of your favorite Fair Trade product 2.) Post on social media using #FTCampaigns 3.) Get friends and family to vote for your photo

**Twitter:**   
#WIN: Snap photo w/ your favorite #FairTrade product, tag #FTCampaigns & this could be yours! <http://bit.ly/FairTradePhotofest>



**POST #3**

**Facebook:**

WIN a trip to Mexico with @FairTradeCampaigns! <http://bit.ly/FairTradePhotofest>

Enter NOW: 1.) Snap a photo of your favorite Fair Trade product 2.) Post on social media using #FTCampaigns 3.) Get friends and family to vote for your photo

**Twitter:**

#Win a trip to #Mexico: Post a pic with your favorite #FairTrade product using #FTCampaigns! <http://bit.ly/FairTradePhotofest>



**EXTRA TWEETS:**

#Win a trip to #Mexico: Post pic with your favorite #FairTrade product using #FTCampaigns! <http://bit.ly/FairTradePhotofest>

Need a vacation? How about #Mexico? Post pic with #FairTrade product using #FTCampaigns for your chance to #win! <http://bit.ly/FairTradePhotofest>

Travel to #Mexico with @FTCampaigns! Post pic with #FairTrade product using #FTCampaigns for your chance to win! <http://bit.ly/FairTradePhotofest>

Want to #win a basket full of [#FairTrade](https://twitter.com/search?q=%23FairTrade) goodies?! Post pic with FairTrade product & tag [#FTCampaings](https://twitter.com/search?q=%23FTCampaings)! [#giveaway](https://twitter.com/search?q=%23giveaway) <http://bit.ly/FairTradePhotofest>

Meet #FairTrade #Farmers & #Artisans in #Mexico - Check out this photo contest by #FTCampaigns: <http://bit.ly/FairTradePhotofest> #FTCampaigns

**NEWSLETTER BLURB:**

In honor of Fair Trade Month, [Fair Trade Campaigns](http://fairtradecampaigns.org/events/fair-trade-photofest-2015/) will be hosting a photo contest that showcases America's love for Fair Trade products!

The 2015 [Fair Trade Photofest](http://fairtradecampaigns.org/events/fair-trade-photofest-2015/) begins October 1st and runs through October 31st.

To enter the contest, post a photo of a Fair Trade product on Facebook, Twitter or Instagram using the hashtag #FTCampaigns.

***Win $150 Prize Pack!***  Each of the first three weeks of October will have a theme, starting with “Fair Trade in Action!” The photo with the most votes each week wins a Fair Trade Prize Pack full of goodies and gift cards!

***Win a Trip to Mexico!***  During the fourth week, new entries, plus the top 3 photos from week 1 through 3 will be voted on for the best overall photo. The top two winners of “Best Overall Photo” will win a trip to Mexico.

For contest rules and entry follow this link: <http://bit.ly/FairTradePhotofest>

**OTHER ASSETS:**

