

Fair Trade Seafood Campaign

Sample Social Media Posts & Graphics

Instructions

1. Head to Safeway, Acme or Vons-Pavilion and take a photo with a bag of Fair Trade Certified Tuna
2. Copy these captions or write your own (Make sure you tag the right store & all posts **(MUST INCLUDE #FTCampaigns #FairSeafood)**)
3. Post on Facebook, Twitter, and/or Instagram to enter to win a **\$50 Gift Card to Safeway or Acme!**

Example One:

Twitter Captions:

- BIG NEWS: #FairSeafood now in stores thanks to @FairTradeUSA & @Safeway! More on the launch here: <http://bit.ly/1CNXq6Z> #FTCampaigns
- Have you heard? #FairSeafood now in stores thanks to @Safeway & @FairTradeUSA: <http://bit.ly/1CNXq6Z> #FTCampaigns



Facebook Captions:

- You heard it here first! The world's FIRST EVER @Fair Trade Certified Seafood is in stores now thanks to and @Safeway! #FTCampaigns #FairSeafood
Take a look: <http://bit.ly/1CNXq6Z>
- BIG NEWS: @Fair Trade Certified and @Safeway have partnered to officially launch the world's FIRST EVER Fair Trade Seafood [in stores now]!! #FTCampaigns #FairSeafood
Learn More: <http://bit.ly/1CNXq6Z>

Instagram Captions:

- You heard it here first! The world's FIRST EVER #FairTrade Seafood is in stores now thanks to @FairTradeUSA and @Safeway! #FTCampaigns #FairSeafood
- BIG NEWS: @FairTradeUSA and @Safeway have partnered to officially launch the world's FIRST EVER #FairTrade Seafood [in stores now]!! #FTCampaigns #FairSeafood

Example Two:

Twitter Captions:

- It's O-FISH-AL! So stoked to find #FairSeafood in @Safeway! @FairTradeUSA #FTCampaigns <http://bit.ly/1CNXq6Z>
- Stop what you're doing and head over to @Safeway to find #FairSeafood in stores now! @FairTradeUSA #FTCampaigns <http://bit.ly/1CNXq6Z>

Facebook Captions:

- It's O-FISH-AL! So stoked to find @FairTrade Certified Tuna in @Safeway! #FairSeafood #FTCampaigns <http://bit.ly/1CNXq6Z>
- Stop what you're doing and head over to @Safeway to find @Fair Trade Certified Seafood in stores now! #FairSeafood #FTCampaigns <http://bit.ly/1CNXq6Z>

Instagram Captions:

- It's O-FISH-AL! So stoked to find #FairSeafood in @Safeway! @FairTradeUSA #FTCampaigns #FairTrade
- Stop what you're doing and head over to @Safeway to find #FairSeafood in stores now! @FairTradeUSA #FTCampaigns #FairTrade

