



Spooky 2023 Campaign Social Media Kit – Neighborhoods & Organizations

Instructions

- This social media kit provides you with a series of 5 posts with accompanying images for Facebook, Instagram, and Twitter. You can post these on your main pages, as well as any Facebook groups relevant to your organization.
- The accompanying image files are available in the “Spooky Social Media Kit” folder.
- We suggest 1-2 posts a week that focus on the It’s Spooky to be Hungry® drive.
- Please note that these templates require you to fill out details with information from your organization. Any area that needs to be filled out is marked in brackets [XX].
 - o You can find your organization’s team link at itsspookytobehungry.org.
- Please tag Golden Harvest in your posts. On Facebook, type @GoldenHarvestFoodBank, and a link to our page will appear. On Twitter, type @ghfbEndHunger, and on Instagram, type @goldenharvestfoodbank.
- Feel free to modify these templates and the suggested posting times as needed to suit the needs of your individual program or audience. You don’t have to use all of these posts, either—if you want to use just a few, feel free.
- Once the campaign is over, we suggest making a final thank-you post that is specific to your organization and the fundraising that you accomplished.
- Feel free to contact Blakeley Bartee at bbartee@goldenharvest.org for any questions regarding Spooky social media.
- It’s Spooky to Be Hungry® tags for 2023 –
 - o #itsspookytobehungry
 - o #scareawayhunger
 - o #everymealatters
 - o #neighborsfeedingneighbors

Week 1 – Together, we can #ScareAwayHunger!

Facebook/Instagram

Are you ready to #ScareAwayHunger? It's Spooky to be Hungry® is here! Join us as we support (tag Golden Harvest Food Bank) in its annual Spooky drive. The best way to help the 1 in 8 people who struggle with hunger in our communities is to join your neighbors in collecting food and funds.

Last year, #ItsSpookyToBeHungry raised a record-breaking 750,000 meals. Let's break that record again! Visit [YOUR ORGANIZATION'S] donation page to support Spooky: [YOUR LINK HERE]

Twitter

Are you ready to #ScareAwayHunger? The #ItsSpookyToBeHungry drive with @ghfbEndHunger is here! Visit our donation page to feed children, seniors, and families in the CSRA: [YOUR LINK HERE]

Week 2 – We are #NeighborsFeedingNeighbors.

Facebook/Instagram

Since 1992, hundreds of schools, neighborhoods, businesses, organizations, and residents in the CSRA have linked arms with (tag Golden Harvest Food Bank) to #ScareAwayHunger in our community during It's Spooky to Be Hungry®.

We are #NeighborsFeedingNeighbors, and this year, we want to provide 1,000,000 meals for children, seniors, and families in need! Every gift of \$1 provides three meals. Visit [YOUR ORGANIZATION'S] donation page: [YOUR LINK HERE]

Twitter

Since 1992, folks all over the CSRA have linked arms with @ghfbEndHunger to #ScareAwayHunger during the annual #ItsSpookyToBeHungry drive. We want to raise 1,000,000 meals this year, and you can help! Check it out: [YOUR LINK HERE]

Week 3 – Hunger is scary

Facebook/Instagram

Hunger is scary. 1 in 8 people in the CSRA struggle with hunger that keeps them from focusing in school, giving their best at work, and living their lives to the fullest. We're joining (tag Golden Harvest Food Bank) for the annual It's Spooky to Be Hungry® drive to fight hunger. Every \$1 we raise places 3 nutritious meals on the tables of neighbors in need! Visit [YOUR ORGANIZATION'S] page to #ScareAwayHunger: [YOUR LINK HERE]

Twitter

Hunger is scary. Hunger keeps our neighbors from focusing in school, giving their best at work, and living their lives to the fullest. Help us #ScareAwayHunger in this year's #ItsSpookyToBeHungry drive with @ghfbEndHunger: [YOUR LINK HERE]

Week 4 – Final push

Facebook/Instagram

It's Spooky to Be Hungry® is almost over, but there's still time to give! The (tag Golden Harvest Food Bank) #ItsSpookyToBeHungry drive continues through the end of October – and it's so easy to help! Together, we can #ScareAwayHunger. Visit [YOUR ORGANIZATION'S] page to provide nutritious meals for children, seniors, and families: [YOUR LINK]

Twitter

The #ItsSpookyToBeHungry drive with @ghfbEndHunger is almost over, but there's still time to give! Together, we can #ScareAwayHunger. Visit our donation page to provide nutritious meals for children, seniors, and families: [YOUR LINK]

Oct. 31– Thank You

Facebook/Instagram

The It's Spooky to Be Hungry® drive with (tag Golden Harvest Food Bank) is complete. Thank you to everyone who joined us in making the 31st annual #ItsSpookyToBeHungry a

success! We're truly fortunate to have so many #NeighborsFeedingNeighbors in our community. To make any final donations, visit itsspookytobehungry.org and click the "Donate" button. Every gift of \$1 provides 3 meals to children, seniors, and families in need!

Twitter

The 31st annual #ItsSpookyToBeHungry drive is complete! Thank you to everyone who joined us in supporting @ghfbEndHunger. To make any final donations, visit itsspookytobehungry.org and click the "Donate" button. Every gift of \$1 provides 3 meals!