



## INSTRUCTIONS FOR SOCIAL POSTS

**DOWNLOAD:** Get our social media assets at [MyAvoNutrition.com](http://MyAvoNutrition.com)

**TAG US:** Please include the appropriate AFM or Frito-Lay® social media handle (@AvocadosFromMexico or @AvosFromMexico, and @FritoLay) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!

**#HASHTAGS:** Always include the hashtag #Sponsored and others provided to help shoppers find targeted content on #MyAvoNutrition, #Dietian, #RDN, #RDchat, etc.

## SAMPLE SOCIAL MEDIA POSTS

### DID YOU KNOW? SNACK FACTS

- DYK? Today, 60% of Americans prefer to eat many small meals throughout the day, vs. a few large meals. It's time for guac and chips @AvosFromMexico @FritoLay #MyAvoNutrition #Sponsored
- DYK? Helping shoppers make better food choices may be as simple as promoting more colorful dishes. Try this recipe for Strawberry Avocado Salsa @AvosFromMexico with blue corn chips and cinnamon @FritoLay. #MyAvoNutrition #Sponsored
- DYK? There are only three ingredients in Simply TOSTITOS® Organic Blue Corn Tortilla Chip. It's just organic blue corn, organic expeller pressed sunflower oil and sea salt. Pair with guac and use as an ingredient in this delicious edamame based guac recipe. @FritoLay @AvosFromMexico #MyAvoNutrition #Sponsored

### BETTER SNACKING

- Pre-portioning snacks is a simple strategy recommended by #dietitians for on-the-go fuel and portion control. One serving of @AvosFromMexico is one-third of an avocado. A serving of #FritoLay is 6 chips (or 1oz). #MyAvoNutrition #Sponsored
- The #Dietitian recommends pairing Simply TOSTITOS® Organic Blue Corn Tortilla Chips w/ Avocados From Mexico as a way to provide positive nutrition to snacking. @FritoLay @AvosFromMexico #GoodFats #MyAvoNutrition #Sponsored
- Avoiding gluten can be a challenge. Fortunately, @FritoLay has a variety of gluten-free products. Visit [FritoLay.com/NutritionFacts](http://FritoLay.com/NutritionFacts) for the most up-to-date product list. @AvosFromMexico are naturally #GlutenFree #MyAvoNutrition #Sponsored
- For a fun twist on traditional ceviche make it with silky tofu, creamy avocado, lime juice, etc. and serve with Simply TOSTITOS® Organic Blue Corn Tortilla Chips. Get the recipe here: [MyAvoNutrition.com](http://MyAvoNutrition.com) @FritoLay @AvosFromMexico #MyAvoNutrition #Sponsored

### HOW TO USE AVOCADO IMAGERY

- When using avocados in imagery, it's important to present the fruit in a way that shows it's vibrant in color, ripe and ready to eat. The inside should be yellow with a clearly visible green outline, while the outside of the fruit should be black.
- Inversely, avocados should never be presented in a way that implies they are unripe. Do not use imagery that is dull in color and has the fruit's flesh looking pale almost to the point of looking white. Don't present avocados with green skin and never display them next to knives.



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