INSTRUCTIONS FOR SOCIAL POSTS

DOWNLOAD: Get our social media assets at **MyAvoNutrition.com**

TAG US: Please include the appropriate AFM social media handle (**@AvocadosFromMexico** or **@AvosFromMexico**) when posting so that we can follow your retailer (don't forget to @tag 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

AVOCADO-A-DAY

- Join the challenge to eat an **#AvocadoADay** for 30 days for heart health and to help lower cholesterol. One medium avocado (150g) contains 3 servings. Read about the study here: https://bit.ly/2Gylfb2. **@AvocadosFromMexico**
- Include delicious, fresh avocados in everyday healthy eating plans to help increase fruit and vegetable intake and provide naturally **#GoodFats. #AvocadoADay**
- Fresh avocados can be part of a healthy diet – they are low in saturated fat and cholesterol, sodium free and contain nearly 20 vitamins and minerals. Eat more **#GoodFats. #AvocadoADay**

AVOCADO-A-DAY RECIPES

- Try this dynamic duo of **#GoodFats** – Avocados Honey-Lime Salmon Tacos https://bit.ly/3n3n0gk Your taste buds will thank you! **#AvocadoADay**
- Savor the benefits of fiber, protein and **#GoodFats** in this easy Lentil & Avocado Salad with 10 grams of Fiber https://bit.ly/2HcSQli. **#AvocadoADay**
- Download this **#AvocadoADay** recipe booklet to find more ways to enjoy the **#GoodFats** + Nearly 20 Vitamins and Minerals in avocados. www.MyAvoNutrition.com

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.