

JOIN THE CONVERSATION

IDEAS, TOOL AND RESOURCES, MAKING IT EASY FOR YOU TO GET INVOLVED!

HASHTAG #SEAFOOD2XWK

Join in the conversation on social media! We'll be using **#Seafood2xWk** across all our digital channels leading up to and during National Seafood Month. Be part of the social buzz by adding the hashtag (**#Seafood2xWk**) to your social media posts too.

FOODSERVICE

- Use our **seafood nutrition resources**
- Create a **special menu** in celebration of National Seafood Month
- Create a **signature seafood dish** of the day and encourage clients to take the **Healthy Heart Pledge**
- Submit your **recipes** to SNP
- Host an **event** to engage the community—don't forget to offer seafood samples

FISHMONGERS

- Get your suppliers behind the counter to tweet us pics using **#Seafood2xWk**
- Host an **interactive cooking demonstration** during National Seafood Month
- Create **special offers**, especially for new species—your customers will love them!
- Work with your **local schools** to create a seafood experience for the kids
- Hold a **simple competition** to get others engaged (i.e. Guess the weight of the fish)—ideal for a window display
- Incentivize **staff**—offer a prize to the staff member who sells the most fish species on a certain day

RETAILERS

- Use our **seafood nutrition resources**
- Get your suppliers behind the counter to tweet us pics using **#Seafood2xWk**
- Create **special offers**, your customers will love them!
- Send us your **recipes** for the SNP site

FISHERMEN

- Contact a **local school district** for a show and tell day—impress the kids with your experience at sea!
- Spread the **word**—tell your buyers about National Seafood Month

BUYERS

- Spread the **word**: tell your clients so that they can get involved too
- **Special offers and promotions** are a great way to get customers excited about National Seafood Month
- Share your **recipes**—you can submit them to SNP

COMMUNITY GROUPS

- Invite your **local fishermen, producers or fishmongers along for a talk** and find out more about how fish gets from the sea to your plate
- Organize a **seafood promotional event** with a local restaurant
- Try some of the **recipes available** on the SNP site
- Have a **seafood supper night with family and friends** and share your successes with **#Seafood2xWk**
- Take the **Healthy Heart Pledge**

Sample TWEETS and INSTAGRAM messages for you to use:

- "I eat **#Seafood2xWk** & take **#FishOil** for optimum health!"
- "I'm following the **#DGA2015** to eat **#Seafood2xWk!**"
- "I know that eating **#Seafood2xWk** is good for **#BrainHealth** & **#HeartHealth!**"
- "Eating **#Seafood2xWk** provides essential **#Omega3s**, vitamins, and minerals for my family."
- "It's healthy & delicious to eat **#Seafood2xWk!**"



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