



# MEATLESS MONDAY CHALLENGE

## Social Media Toolkit

[MeatlessMonday.com](http://MeatlessMonday.com)



**The Meatless Monday Challenge is a delicious, nutritious, and EASY way to kick-start a healthier eating habit that also helps the planet.**

This 12-week challenge is easy to follow and super flexible, so participants will have no problem finding delicious meals that fit seamlessly into their lifestyle.

Participants who [sign-up for the challenge](#) will receive weekly emails with simple 'challenges' to help them add more plant-based foods into their weekly routine. We provide everything needed to succeed, including recipes, tips, flexible and no-cook ideas, and even fast-food options.

**Please join us in promoting this easy, free program that can benefit personal health and the health of the planet.** Below are sample graphics and social media posts.

Please contact [info@meatlessmonday.com](mailto:info@meatlessmonday.com) with any questions.



@MeatlessMonday



@MeatlessMonday



@MeatlessMonday



Meatless Monday Official



#MeatlessMonday

## MEATLESS MONDAY CHALLENGE ASSETS


[DOWNLOAD ALL MATERIALS HERE](#)

# MEATLESS MONDAY CHALLENGE VIDEO AND GIFS








## Sample Video and GIF Post Captions:

- Have it all on Monday. ✅ Delicious food ✅ Healthy meals ✅ Planet-friendly food  
Join the #MeatlessMonday Challenge and turn your healthy eating goals into reality.  




Sign-up for free and get plant-based tips, hacks, recipes, and eating plans delivered to your inbox every week. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

- Eat healthy AND enjoy your favorite foods? Yep.  
Take the #MeatlessMonday Challenge - it's an easy and delicious way to turn your healthy eating goals into reality. 

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- It's like a tasty bootcamp that helps you and the planet.   
Take the #MeatlessMonday Challenge - it's an easy and delicious way to turn your healthy eating goals into reality. 

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- Veggie curious?  Take the #MeatlessMonday Challenge - it's an easy and delicious way to turn your healthy eating goals into reality. 

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# SOCIAL MEDIA ASSETS FOR INSTAGRAM, FACEBOOK, AND TWITTER

DOWNLOAD HERE

Post as individual assets or multiple slides to swipe through and tag @MeatlessMonday #MeatlessMonday



## Instagram Post Captions:

- Want to eat healthier but need some motivation? Join the #MeatlessMonday Challenge - it's a simple and easy way to turn your healthy eating goals into reality. 💪🌱 You can enjoy all of your favorite foods (and some new ones), made plant-based. 🍔🥗🍕🥤

Sign-up for free and get plant-based tips, hacks, recipes, and eating plans delivered to your inbox every week. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

- Join the #MeatlessMonday Challenge - it's an easy way to turn your healthy eating goals into reality and help the planet. 🌍🥑🥬 AND you can still enjoy all of your favorite foods (and some new ones), made plant-based. 🍔🥗🍕🥤

Sign-up for free and get plant-based tips, hacks, recipes, and eating plans delivered to your inbox every week. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

## Facebook Post Captions:

- Join the #MeatlessMonday Challenge - it's a simple and easy way to turn your healthy eating goals into reality. 💪🌱 All while enjoying your favorite foods (and some new ones), made plant-based. 🍔🥗🍕🥤

Sign-up for free and get plant-based tips, hacks, recipes, and eating plans delivered to your inbox every week. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

- Join the #MeatlessMonday Challenge - it's an easy way to turn your healthy eating goals into reality and help the planet. 🌍🥑🥬 Enjoy all of your favorite foods (and some new ones), made plant-based. 🍔🥗🍕🥤

Sign-up for free and get plant-based tips, hacks, recipes, and eating plans delivered to your inbox every week. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

## Twitter Post Captions:

- Join the #MeatlessMonday Challenge - it's an easy way to turn your healthy eating goals into reality. 💪🌱🍔🥗🍕🥤 Sign-up for free and get weekly plant-based tips, recipes, and eating plans. <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

- Join the #MeatlessMonday Challenge - it's an easy way to turn your healthy eating goals into reality and help the planet. 🌍🥑🥬 Sign-up for free and get weekly plant-based tips, recipes, and eating plans. 🍔🥗🍕🥤

<https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>

# SOCIAL MEDIA STORY ASSETS

DOWNLOAD HERE



@the\_burger\_dude

**MEATLESS  
MONDAY  
IS FOR  
BURGER LOVERS**

TAKE THE CHALLENGE



**MEATLESS  
MONDAY  
IS FOR  
BBQ JUNKIES**

TAKE THE CHALLENGE



**MEATLESS  
MONDAY  
IS FOR  
PIZZA PROS**

TAKE THE CHALLENGE



@the\_burger\_dude

**YOU DO  
YOU ON  
MEATLESS  
MONDAY**

TAKE THE CHALLENGE



**YOU DO  
YOU ON  
MEATLESS  
MONDAY**

TAKE THE CHALLENGE



**YOU DO  
YOU ON  
MEATLESS  
MONDAY**

TAKE THE CHALLENGE



## SOCIAL MEDIA STORY ASSETS (CONT.)



### FAVORITE FOODS

HAVE IT ALL ON  
MEATLESS MONDAY

TAKE THE CHALLENGE



### HEALTHY HEART

HAVE IT ALL ON  
MEATLESS MONDAY

TAKE THE CHALLENGE



### HEALTHY PLANET

HAVE IT ALL ON  
MEATLESS MONDAY

TAKE THE CHALLENGE

## Instagram Stories:

- Tag @MeatlessMonday and use #MeatlessMonday for the opportunity to be reshared in Meatless Monday Instagram stories
- Include link to Meatless Monday Challenge sign-up page
  - <https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge>
- Include call-to-action GIF or Sticker - example, 'Swipe Up'

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