

Social Media Toolkit



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 <u>sign-up for the challenge</u> 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 with any questions.

- in Meatless Monday Official
- #MeatlessMonday

MEATLESS MONDAY CHALLENGE ASSETS

DOWNLOAD ALL MATERIALS HERE

MEATLESS MONDAY CHALLENGE VIDEO AND GIFS











Sample Video and GIF Post Captions:

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.

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

- It's like a tasty bootcamp that helps you and the planet.
 \(\bigcirc \bigcirc \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)
 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(\cdots \left\)

 \(
 - 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
- Veggie curious? Degree of the Weatless Wonday Challenge it's an easy and delicious way to turn your healthy eating goals into reality. Of Section 4
 - 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

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. 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. So of 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. ③ ② 《 Enjoy all of your favorite foods (and some new ones), made plant-based. ⑤ ② ④
 - 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. Let 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. So of Sign-up for free and get weekly plant-based tips, recipes, and eating plans. So of https://www.mondaycampaigns.org/meatless-monday/meatless-monday-challenge

SOCIAL MEDIA STORY ASSETS

DOWNLOAD HERE





MEATLESS MONDAY IS FOR BBQ JUNKIES

TAKE THE CHALLENGE



MEATLESS MONDAY IS FOR PIZZA PROS

TAKE THE CHALLENGE



YOU DO YOU ON MEATLESS MONDAY

TAKE THE CHALLENGE



YOU DO YOU ON MEATLESS MONDAY

TAKE THE CHALLENGE



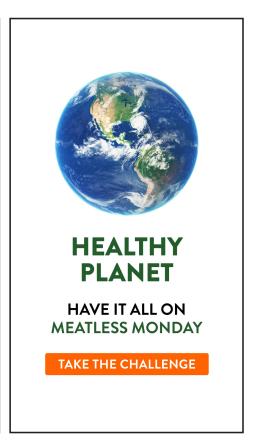
YOU DO YOU ON MEATLESS MONDAY

TAKE THE CHALLENGE

SOCIAL MEDIA STORY ASSETS (CONT.)







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'

MEATLESS MONDAY CHALLENGE ASSETS

DOWNLOAD ALL MATERIALS HERE