



2021 Facebook toolkit



FSC

Food Secure Canada

Event description

Template Facebook event description:

If you could talk to the next federal government about food in your community, what would you say?

Eat Think Vote is a campaign that gathers community members across Canada to speak with federal candidates ahead of the upcoming election. Our goal is to make sure that food is an election issue, and that the incoming government develops policy that encourages a food system where everyone has dignified access to healthy and sustainably produced food in the context of pandemic recovery and the climate emergency.

On [date], join our virtual event to discuss the food issues that matter to Canadians.

- Insert Link and other details to access event
- Insert description of event host(s)
- Insert brief bio of candidates and community members speaking at the event

For more information on the campaign, visit www.eatthinkvote.ca

Relevant accounts to tag when posting:

- Food Secure Canada: [@foodsecurecanada](https://www.facebook.com/foodsecurecanada)
- Le Réseau pour une alimentation durable : [@alimentationdurable](https://www.facebook.com/alimentationdurable)
- If sharing an illustration, add the line: "Illustrations: [@amelietour](https://www.facebook.com/amelietour)"

Sample posts in Facebook event

Facebook events attract attention as you populate the event page with posts. Here are some posts you can use for your event; please feel free to adapt them to your event and issues related to your community.

- Did you know that in Canada, over 4 million Canadians are food insecure and don't have enough to eat? Come to talk with your candidates about solutions and how to eliminate hunger in Canada.
- Among the candidates of the event is [insert name of candidate] of the [insert name] party. Here is a short bio about their work and involvement in the community.
- If you could talk to the next federal government about food issues in your community, what would you say? Come to our event, meet your candidates, and join the discussion!

Facebook banners

[Click here](#) to download Facebook banners and image posts. Feel free to add your organisation's logo and event details or other text in the bottom right or left hand corner of the banners.



Other tips

When posting in anticipation of the event, consider sharing images of the people you are inviting to participate in the discussion: the facilitator, the community members on the panel, parties invited.