

EAT
think
VOTE

2019 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 no one goes hungry, where food is healthy, and that is sustainable. The focus for this campaign is food security, while also making room for conversations on other food topics.

On [date], join the conversation in [location] over a meal or a snack to discuss the food issues that matter to Canadians.

- Insert Venue Details (let people know how accessible the space is)
- Insert description of event host(s)
- Insert brief bio of candidates and community members speaking at the event
- Food for thought: If there are special plans for the food component of the event, please describe them there.

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"

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.

- Our event will be featuring food from [insert details]! Thank you to our sponsors and volunteers for making this event possible.
- Did you know that in Canada, 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. Feel free to add your organisation's logo and event details or other text in the bottom right or lefthand corner of the banner.



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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.
- If you feel inclined, you can use the **Facebook live feature** to broadcast the event so people who could not make it can still have a glimpse of what's going on. With this feature of Facebook, people can also interact with you and potentially ask questions there for the question period of the event.