



GFF INVESTOR TOOLKIT: SOURCES OF NUTRIENTS

SUMMARY

Grain Foods Foundation has invested in research to educate the general public on grain consumption and the benefits of including grains in the diet. This data will work to dispel common misconceptions behind grains in the diet and nutritional myths around grains as “empty calories.”

We’ve compiled this data into a series of infographics. These visualizations of data are especially compelling on an increasingly image-focused digital world. These infographics can re-purposed for multiple content uses and social posts.

We’ve included a summary of the GFF social platforms/social strategy, five sample Facebook posts and ten tweets for your use.

We encourage you to share these posts on your social platforms, but also to experiment by writing your own content with this data. We’ve included our secrets to creating compelling social posts and tips on how to utilize these infographics to get the most social use out of this new and exciting data.

How to Use This Toolkit

GFF SOCIAL PLATFORMS OVERVIEW



Facebook is a social networking site that connects friends, family, and brands. With respect to GFF, this is the main forum for multiple points of interaction – from photos to edutainment. GFF's Facebook page can be found at www.Facebook.com/GrainFoods



Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what the GFF audiences find interesting. GFF maintains two Twitter handles: [@GrainFoods](https://twitter.com/GrainFoods) for a more general, consumer audience, and [@GrainsRD](https://twitter.com/GrainsRD) which provides information for the RD community.



LinkedIn is a networking platform for business professionals. We think of it as a virtual water cooler. LinkedIn is where business professionals share relevant industry stories and search for new positions. GFF maintains a [LinkedIn Company page](#) for an industry audience composed of investors, sister organizations and grain industry professionals.



Pinterest is a social curation tool where users collect and organize images – namely for inspiration. With GFF, this resonates with our more food conscious target audience. GFF's Pinterest page can be found at www.Pinterest.com/grainfoods.



Google Plus is a social networking mashup of multiple social media platforms – from video chats to photo sharing and more. With respect to GFF, this will help with SEO efforts and amplify current social content. GFF's Google Plus page can be found [here](#).

OUR SECRETS TO A COMPELLING SOCIAL POST

A compelling social post should have the following elements:

- ✓ **A call to action:** Whether it's to read more on a link or answer a question, the audience should be clear on what they are expected to do with the information you are presenting them in a post.
Ex. "Read more here: grainfoodsfoundation.org"
- ✓ **A value proposition:** Why should the viewer care about your post? Make the value as clear as possible to build a relationship with the viewer.
Ex. "90% of Americans don't get enough fiber—make sure you're not one of them!"
- ✓ **A timely hook:** With the amount of information in the social stream, it's all too easy for posts to get lost. Make it clear why the information you're conveying is relevant now so that the content stands out.
Ex. "Don't sweat that lunchtime pizza slice. See how little a slice of pizza contributes to your overall carbohydrate intake: grainfoodsfoundation.org"

With a compelling image and a focus on short-and-sweet language, you're off to writing a post that your audience will read and enjoy!

HOW TO EXTEND THE LIFE OF A SINGLE INFOGRAPHIC

One of the reasons we love infographics is how *many* social posts you can create with them. See below for tips on how these infographics can be the gift that keeps on giving.

Highlight portions with screenshots

Not every social post needs to showcase the entire infographic. Use your computer's screenshot functionality to take a picture of a single fact or graph to create a new post for your audience.



Re-share relevant facts at key moments in time

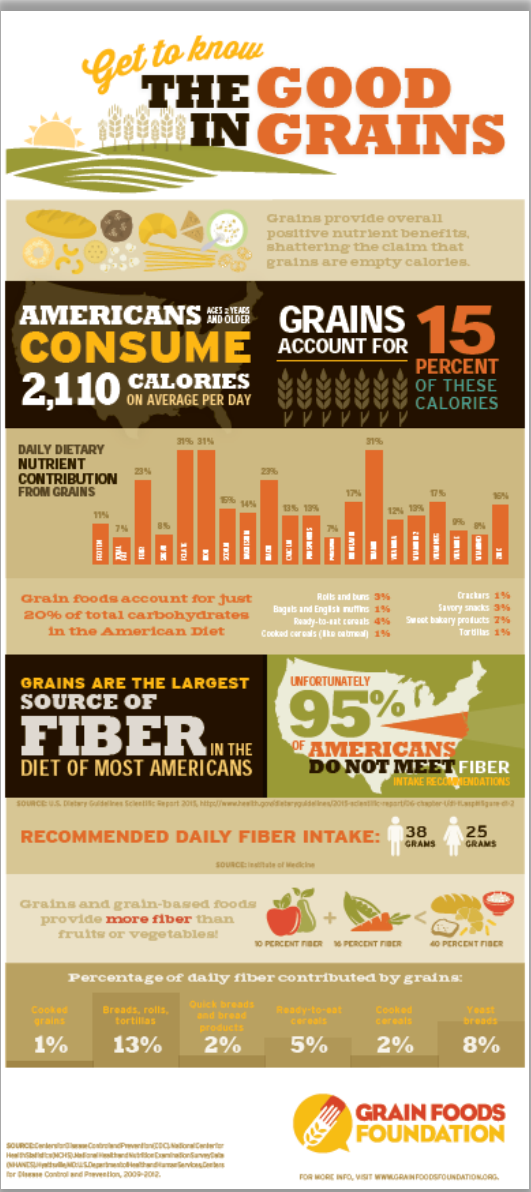
Just read a news story about Americans' low fiber consumption? Want to assuage consumer guilt around eating hot dog buns on Memorial Day? These are perfect moments in time to re-share the Sources of Nutrients infographic. Keep your eyes out for timely hooks and upcoming events that make this data relevant.

The background is a close-up, shallow depth-of-field photograph of a wheat field. The wheat stalks are golden-brown and slightly out of focus. A horizontal white band with thin red borders on either side runs across the middle of the image, containing the text 'POSTS FOR INVESTOR USE' in a red, sans-serif font.

POSTS FOR INVESTOR USE

FACEBOOK

Empty calories? Think again! Grains are the source of the following nutrients:
bit.ly/1FsJNzV



TWITTER

Did you know that grains are the source of the following nutrients? See them all here:
bit.ly/1FsJNzV

TWITTER

Don't miss out on the #nutrition benefits of grains. Learn the role they play in an everyday diet: bit.ly/1FsJNzV

FACEBOOK



Are you getting enough fiber? Make sure you're not one of the 95% by getting the facts: bit.ly/1FsJNzV

TWITTER

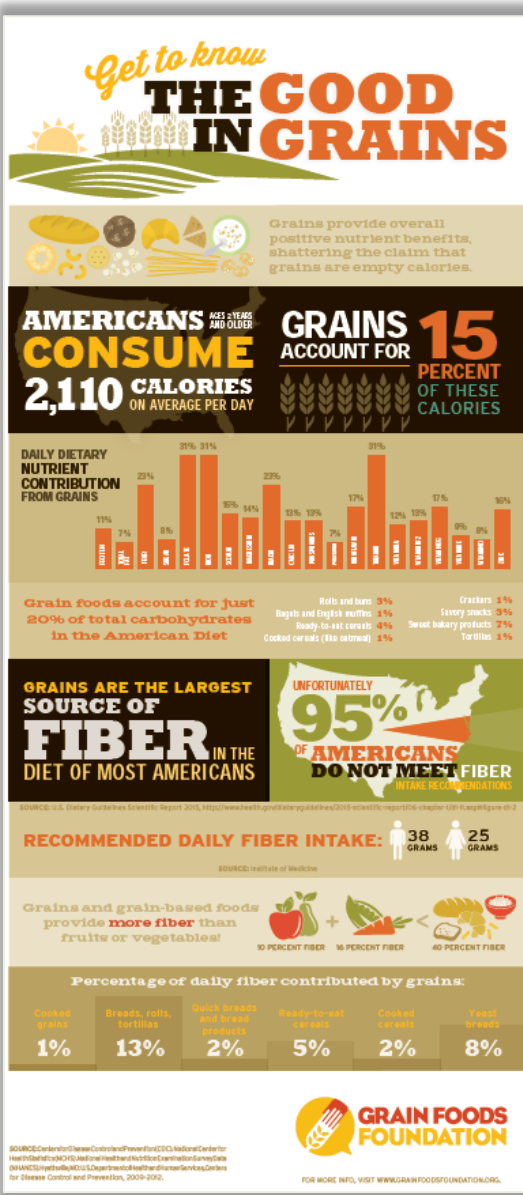
Are you eating enough fiber? Get the facts here: bit.ly/1FsJNzV #infographic

TWITTER

Fact: grains are one of the primary sources of #fiber in the diet: bit.ly/1FsJNzV

FACEBOOK

Fun fact: Grains account for 15% of calories in the American diet. Learn more about this important food group here: bit.ly/1FsJNzV



TWITTER

The average American gets 15% of calories from grains. Learn more about this food group w/ this #infographic: bit.ly/1FsJNzV

TWITTER

Get the actual facts behind #grains nutritional benefits: bit.ly/1gXVEpK

FACEBOOK



GRAINS PROVIDE OVERALL
POSITIVE NUTRIENT BENEFITS

The Vital Role of Grains in the American Diet

Grains play an important role in the American diet, providing much-needed nutrients, such as folate, fiber and vitamin E. In today's crowded media landscape, between fad diets and the ever-growing gluten-free craze, it is easy for consumers to become confused about the role of grain foods in the diet. As a result, they may inadvertently be making purchasing decisions that prevent themselves and their families from getting enough of vital nutrients, despite their best efforts to make healthy choices at the grocery store. Recent evidence is showing this confusion in our culture.



Grains supply many of the nutrients recommended by the Dietary Guidelines. Learn the costs of going grain-free in this white paper: bit.ly/1gXVEpK

TWITTER

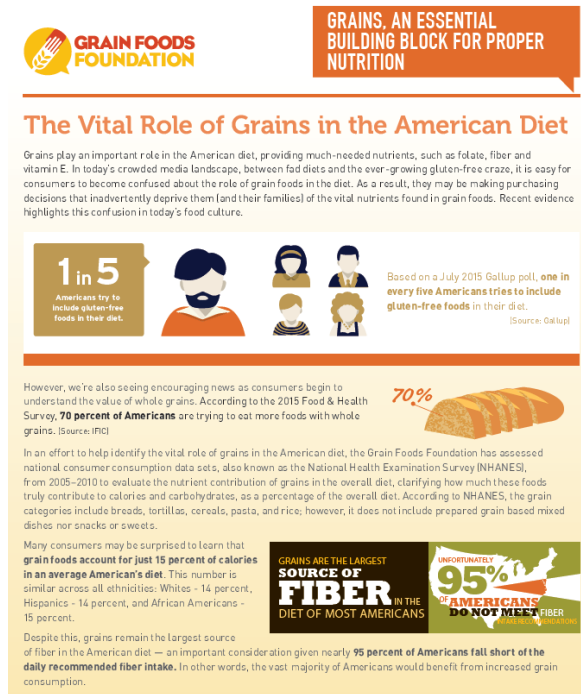
Grains trump fruits and veggies when it comes to fiber. Read more: bit.ly/1gXVEpK

TWITTER

Folate, magnesium, calcium and iron—read all the nutrients you can get from a daily dose of grains: bit.ly/1gXVEpK

FACEBOOK

Do you know your grains? Bust common myths with this nutritional data: bit.ly/1gXVEpK



TWITTER

Bust some of the most common nutrition myths with this grain #infographic: bit.ly/1FsJNzV

TWITTER

We're all about grains! Learn the benefits of this group w/ this handy #infographic & #whitepaper: bit.ly/1gXVEpK