



Social media toolkit

#GoodtoGrow2021

Information, sample texts and tweets to help promote and celebrate growing food together

Introduction

Good to Grow is an online platform (formerly known as 'Big Dig') to support food growing projects and networks in the UK, run by Sustain. It provides local gardens the opportunity to get involved in:

Good to Grow Day: formerly known as the Big Dig Day, is taking place from Friday 23 - Monday 26 April 2021. Community gardens, schools and growing enterprises are invited to host a Covid-friendly Good to Grow day to celebrate and prepare for the new growing season, promote their activities and celebrate food growing. It will likely look a lot different this year, but we are determined to celebrate all the fab work community gardens have been doing this past year.

It started in London ten years ago with many cities and towns getting involved in the day and the network during this time. This year we want to make the Good to Grow Day bigger and better so we are inviting Veg Cities and other cities in the SFC network to get involved through mapping their gardens and joining the Good to Grow Day. It is open to all gardens in the UK who can run a day of activities alongside hundreds of other gardens and thousands of visitors and volunteers.

Good to Grow network: Individual gardens can register as part of the network to promote your garden, recruit volunteers and measure how much food you are growing (and money you're saving). For a local area, Good to Grow can help you facilitate and manage a network of growing spaces, map edible gardens in your area and promote the importance of food growing to policy-makers and the public.



Newsletter Copy

Good to Grow Day: Friday 23 - Monday 26 April 2021

Community gardens, schools and growing enterprises are invited to host a Good to Grow day between Friday the 23rd and Monday the 26th of April to celebrate and prepare for the new growing season, promote their activities and encourage people to get out and grow food!

To take part, simply go to www.goodtogrowuk.org/ and register your gardens as part of the network to promote your garden, recruit volunteers and measure how much food you are growing (and money you're saving). For a local area, Good to Grow can help you facilitate and manage a network of growing spaces, map edible gardens in your area and promote the importance of food growing to policy-makers and the public.

Once your garden is registered, go to www.goodtogrowuk.org/, log in to your private area on the website and click on the 'Good to Grow Sign up' box to answer a few short questions about what's happening on the day. Your garden will automatically appear on the map of Good to Grow gardens – ready for you to share, network and promote to volunteers.

There will be a pack of publicity materials and other resources to download from your dashboard to help you spread the word in your local area and help you on the day.



Social Media

General Tweets – networks

Get the word out to edible gardens in your local area to register their garden on the Good to Grow website and to volunteers and local residents to register their interest (also on the Good to Grow website).

Cast your net wide and tag local organisations including local food growing networks, volunteer-led organisations, local authority, housing associations, etc.

And don't forget to include photos! This makes a huge difference to the open rate of a news item on a newsletter or the click rate on a tweet.

Sample tweets – to get gardens registered

Calling on all edible gardens and growing spaces in **[city or local area]**! Register your garden on www.goodtogrowuk.org/ and join #GoodToGrow2021 taking place Fri 23 - Mon 26 April @UKGoodtoGrow @Capital_Growth #foodgrowing

Time to celebrate your #foodgrowing garden! Register your garden on www.goodtogrowuk.org/ and join #GoodToGrow2021 taking place Fri 23 - Mon 26 April @UKGoodtoGrow @Capital_Growth #foodgrowing #ediblegardens

Want to know how much food your garden is growing? Register your garden on www.goodtogrowuk.org/ check the #harvestometer and join #GoodToGrow2021 taking place Fri 23 - Mon 26 April @UKGoodtoGrow

Sample tweets – to get the public interested (from 1st of April)

Passionate about #foodgrowing #goodfood? Celebrate your local garden on www.goodtogrowuk.org/ and join #GoodToGrow2021 taking place Fri 23 - Mon 26 April @UKGoodtoGrow @Capital_Growth #localfood

It's nearly here! #GoodToGrow2021 is on Fri 23 - Mon 26 April. Celebrate the garden nearest to you, register and get stuck in to #growingfood #localfood #growyourown www.goodtogrowuk.org/ @UKGoodtoGrow @Capital_Growth



General Tweets – individual gardens

Before the Good to Grow Day, get the word out to volunteers and local residents to register their interest (on the Good to Grow website). Give details of the Covid-friendly activities you have planned for the day (see also our suggestions for jobs, activities and ideas).

During and after the Good to Grow Day, celebrate your achievements and include photos, number of people and volunteers that turned up and details of the activities you organised on the day.

Sample tweets to get volunteers along

We're taking part in #GoodToGrow2021. Join us on **XX April** for a tour of the garden, meet your neighbours, get active and grow food. Learn more at www.goodtogrowuk.org/ @UKGoodtoGrow @Capital_Growth #urbangrowing

Will you join #GoodToGrow2021? We are opening our doors for an activity-packed day so join us on **XX April**. Learn more at www.goodtogrowuk.org/ @UKGoodtoGrow @Capital_Growth #growyourown #growfood

It's nearly here! #GoodToGrow2021 is on **XX April**. Check all the wonderful activities we have planned for the day and get stuck in! www.goodtogrowuk.org/ @UKGoodtoGrow @UKGoodtoGrow #growyourown #growfood

Useful hashtags Advice changes on the number of hashtags but we recommend anywhere between 5-20 and here are some ideas to get you started.

#growyourown #greenfingers #urbangarden #urbangardener #gardeninglover #growfoodnotlawns #growfood #goodfood #homestead #homesteading #naturelovers #gardening #gardeningisfun #gardeningtips #gardeninglife #gardeningadventures #urbanfarms #homegrown #homegrownisbest #theveggiepatch #organicgardening #organicgarden #bees #honey #honeybees #forage