**Social media toolkit #GoodToGrow2020**

*Information, sample texts and tweets to help you get more people 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 24 - Monday 27 April 2020. Community gardens, schools and growing enterprises are invited to host a Good to Grow day to celebrate and prepare for the new growing season, promote their activities and encourage people to volunteer.

It started in London nine 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 24 - Monday 27 April 20**

Community gardens, schools and growing enterprises are invited to host a Good to Grow day between Friday the 24th and Monday the 27th of April to celebrate and prepare for the new growing season, promote their activities and encourage people to volunteer.

To take part, simply go to [www.goodtogrowuk.org/](http://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/](http://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) and turn up on the day.

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/](http://www.goodtogrowuk.org/) and join #GoodToGrow2020 taking place Fri 24 - Mon 27 April @VegCities #foodgrowing #ediblegardens

Need more volunteers at your #foodgrowing garden? Register your garden on [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) and join #GoodToGrow2020 taking place Fri 24 - Mon 27 April @VegCities #foodgrowing #ediblegardens

Want to know how much food your garden is growing? Register your garden on [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) check the #harvestometer and join #GoodToGrow2020 taking place Fri 24 - Mon 27 April @VegCities

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

Passionate about #foodgrowing #goodfood? Check the nearest garden on [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) and join #GoodToGrow2020 taking place Fri 24 - Mon 27 April @VegCities #growingfood #localfood #growyourown

It’s nearly here! #GoodToGrow2020 is on Fri 24 - Mon 27 April. Check the garden nearer to you, register and get stuck in to #growingfood #localfood #growyourown [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @VegCities

**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) and turn up on the day. Give details or the 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 #GoodToGrow2020. 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/](http://www.goodtogrowuk.org/) @VegCities #urbangrowing #foodgrowing #growyourown

Will you join #GoodToGrow2020? We are opening our doors for an activity-packed day so join us on XX April. Learn more at [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @VegCities #growyourown #growfood

It’s nearly here! #GoodToGrow2020 is on XX April. Check all the wonderful activities we have planned for the day and get stuck in! [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @VegCities #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

**Produced by Veg Cities**

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