**Social media toolkit #GoodToGrow2020**

*Information, sample texts and tweets to help you get more people ‘growing food together’*

**Introduction**

The Big Dig is an online platform relaunched in March 2019 to support food growing projects and networks in the UK, run by Sustain. It provides local gardens the opportunity to get involved in:

**The Good To Grow Day:** formerly known as the Big Dig Day, this is taking place from Friday 24 - Monday 27 April 2020, and started in London eight 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 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.

**The 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: Friday 24 - Monday 27 April 20**

Register your edible garden to be part of the Good to Grow Network to promote your garden, recruit volunteers and measure how much you are growing with the help of the Harvest-ometer.

[www.goodtogrowuk.org/](http://www.goodtogrowuk.org/)

You can also join The Good to Grow Day (formerly the Big Dig Day) on Friday 24 – Saturday 27 April and open your garden gates to volunteers and local residents to celebrate the start of the growing season, promote your garden and encourage new volunteers. Ideas and resources are available on the Big Dig website [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) to help you plan your day.

**Social Media**

**General Tweets – networks**

Get the word out to edible gardens 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, 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 @Capital\_Growth @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 @Capital\_Growth @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 @Capital\_Growth @VegCities

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

Passionate about #foodgrowing #goodfood? Check the nearest garden to you on [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) and join #GoodToGrow2020 taking place Fri 24 - Mon 27 April @Capital\_Growth @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/) @Capital\_Growth @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 Big Dig 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 Sat 25April for a tour of the garden, meet your neighbours, get active and grow food. Learn more at [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @Capital\_Growth @VegCities #urbangrowing #foodgrowing #growyourown

Will you join #GoodToGrow2020? We are opening our doors for an activity-packed day so join us on Sat 25 April. Learn more at [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @Capital\_Growth @VegCities #growyourown #growfood

It’s nearly here! #GoodToGrow2020 is on Fri 24-Mon 27 April. Check all the wonderful activities we have planned for the day and get stuck in! [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/) @Capital\_Growth @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**

**March 2020**