



SHARING YOUR #PLANTASEEDDAY

SHOUT IT FROM THE ROOFTOPS!

How does a movement grow? By telling people about it. Sharing your Plant a Seed Day activities brings attention to this new campaign and helps get more people involved. There are many ways to spread the word and we encourage you to use any and all methods available to you.

Don't forget - participating schools that register their celebration online and use our hashtag - **#plantaseeday** will be entered to win a prize!

PUT YOUR SEEDS ON THE MAP

Register your Plant a Seed Day celebration online at www.plantaseeday.org and officially add your voice to the movement. Tell us where you're celebrating and how many seeds you plan to plant and we'll add your celebration to our nationwide tracker. With your help we can register 1,000,000 seeds across America's 50 states and beyond.

Check out the Plant a Seed Day map to see just how far this movement is spreading and register your celebration before March 20th.

Visit: www.plantaseeday.org

SOCIAL MEDIA

Social Media is the easiest (and most fun!) way to share your Plant a Seed Day celebrations and invite your network to join you using **#plantaseeday**.

Tag friends, family, local media outlets, local politicians, and - of course - us, **@biggreen**, to make sure your posts get maximum visibility. We'll be selecting our favorite celebrations and posts to feature on the Plant a Seed Day website and on Big Green's social media pages.

The most important thing is to have fun and get creative! We want to see your videos, photos, stories, recipes, Boomerangs, songs, and more!

Did your community make up a seed planting song? Share it! Did your kiddo draw seed art? Tag us! Do you have a family full of happy gardeners? We want to know!



SAMPLE POSTS

Looking for Plant a Seed Day caption inspiration? Try one of our sample posts below:

- I've pledged to take action on #plantaseeday this March 20th. I'm planting lettuce seeds with my family. What are you planting?
- I'm planting a seed today with my kids because I believe the seeds of change are in their hands! Plant a seed today if you agree kids are our future! #plantaseeday
- Happy first day of spring and happy #plantaseeday! We planted 100 lettuce seeds today to learn about the magic of real food. What seed will you plant today?



SOCIAL MEDIA DO'S AND DON'TS

Sharing your celebration is fun and easy when you remember the Plant a Seed Day social media do's and don'ts. Our biggest "do?" Have a great time and tell us all about it!

DO...

- Use hashtags to share your celebrations, activities, and participation: #plantaseeday
- Take clear photos with good lighting - try to get images outdoors or near a window.
- Use descriptive captions - we want to know what you're doing and what kind of seeds you're planting!
- Challenge your followers to plant a seed, too! Make it a competition - which of your friends will plant the most?
- Post videos and Instagram and Facebook stories. Did you know video content outperforms stills?

DON'T...

- Post photos of your students' faces without media release forms from a parent or guardian. When in doubt, defer to your school's policies!
- Worry if you can't participate on Plant a Seed Day itself. You can always celebrate in the days or week leading up to it and post your picture with everyone else on March 20th.
- Stop posting after March 20th. Be sure to keep sharing updates as your seeds grow and mature.

NEWSLETTERS

Below, find sample text to use for a Plant a Seed Day announcement. Customize this bulletin with your family or organization's name, Plant a Seed Day plans, and any other information your community would value.

Plant a Seed Day The first day of spring is right around the corner and this year [NAME] is excited to celebrate the changing of the season with the first annual Plant a Seed Day. Plant a Seed Day is a national campaign to get students, teachers, and families to take a simple action - plant a seed. We're doing our part to help reach the goal of planting one million seeds across the country, launching a movement to teach kids the power of growing healthy, real food. Join us on March 20th for [YOUR ACTIVITY] or visit plantaseeday.org to take the Plant a Seed Day pledge, plan your own celebration, and find out more!

CONNECT WITH US

We want to hear from you! Be sure to tag us in your social media posts, send us a note about your Plant a Seed Day celebrations, and register your seeds. No social media? No problem. Reach out to us on the Plant a Seed Day website and tell us all about how you're celebrating.

- Visit the Plant a Seed Day website: plantaseeday.org
- Tag Plant a Seed Day: [#plantaseeday](https://twitter.com/hashtag/plantaseeday)
- Visit the Big Green website: biggreen.org
- Follow us on Instagram: [@biggreen](https://www.instagram.com/biggreen)
- Follow us on Twitter: [@biggreen](https://twitter.com/biggreen)
- Follow us on Facebook: [Big Green](https://www.facebook.com/BigGreen)

TRACK YOUR GROWTH



Planting a seed is just the first step in an exciting journey of discovery and growth. Tracking your seeds' growth is a great chance to encourage kids to ask questions and make observations. Why do some seeds grow better than others? What will they look like when they grow? What do they need to be successful? Continue to share updates after the big day using the hashtags [#plantaseeday](https://twitter.com/hashtag/plantaseeday).