

#foodjusticeforall

Social Media Toolkit



WHAT IS FOOD JUSTICE?

Inspired by grassroots activism like the Civil Rights Movement, the Food Justice Movement advocates for universal access to fresh, nutritious, affordable, culturally-appropriate food. The Movement also acknowledges that food insecurity and high rates of diet-related disease correlate with poverty, which disproportionately impacts people of color, and seeks to address root causes by fighting for racial and economic justice. You can read more about food justice [here](#).

THE #MAKEAPLATE CHALLENGE

This social media campaign was designed by Manna Food Center to help us raise public awareness of the concept of food justice and raise funds to distribute nutritious, culturally-appropriate food to neighbors in need. While we can't be physically together on Martin Luther King Jr. Day this year, acts of advocacy are expressions of service! Our effort will make it safely "a day on not a day off" and help uplift Dr. King's example, and advance his agenda for economic and racial justice.

HOW TO PARTICIPATE

Grab a paper plate and write out this quote by MLK:

"Injustice anywhere is a threat to justice everywhere."

Feel free to get creative as you decorate your plate! When you're ready, have someone take a picture of you holding your plate up so the quote is visible. Auto-timer works, too, if no one is around to help!

When you post on social media, caption your photo with our suggested social media text below. Tag your friends and family and invite them to participate in the #makeaplate challenge, too! Together we can amplify the message: Food justice for all.

SUGGESTED SOCIAL CAPTIONS

Facebook

Food insecurity in the United States is NOT simply due to a lack of food, but is caused by injustices that push families into poverty. Neighbors get by on cheap, convenient, unhealthy diets. On #MLKDay help Manna provide healthy food by donating to this virtual food drive: bit.ly/mannamlk, and #makeaplate of your own to boost the message of #foodjusticeforall

Twitter

Food insecurity in the US is NOT simply due to a lack of food, but to injustices that push families into poverty and cheap, unhealthy diets. On #MLKDay help Manna provide healthy food by donating bit.ly/mannamlk, & #makeaplate to boost #foodjusticeforall

Instagram

Food insecurity in the United States is NOT simply due to a lack of food, but is caused by injustices that push families into poverty. Neighbors get by on cheap, convenient, unhealthy diets. On #MLKDay help Manna provide healthy food by donating to @mannafoodcenter's virtual food drive (link in bio) and #makeaplate of your own to boost the message of #foodjusticeforall

