

“Plan Your Cooking” to avoid Food Waste

Social Media Toolkit

About Stop Food Waste

The EPA's Stop Food Waste programme is the national food waste prevention campaign, providing guidance and resources to help people reduce their food waste.

The EPA's Stop Food Waste programme is the national food waste prevention campaign, providing guidance and resources to help people **adopt good food management behaviours** and **reduce their food waste**.

During September and October, we will make people aware that **Planning What You're Going to Cook** can help you avoid food waste. The simple steps we want people to take are to:

- **Plan what you're going to cook** and use food you already have
- Plan meal portions by **measuring the amount of ingredients** you need

Campaign blog: <https://stopfoodwaste.ie/meal-planning-and-cooking/plan-your-cooking-to-avoid-food-waste>

Campaign hashtag: #PlanToStopFoodWaste

How to use this toolkit

In this toolkit, you'll find template social media posts, which can be tailored for all social media platforms. Alongside each template post, you'll find the corresponding campaign graphics.

Any of these posts can be shared in isolation or in any sequence if you plan on including multiple posts in your social media schedule. At Stop Food Waste, we'll be sharing campaign messaging across our own social media channels during the campaign, so feel free to retweet or share our posts too.

You can follow Stop Food Waste on [Facebook](#), [Instagram](#) and [Twitter](#).



Tagging Stop Food Waste in posts:


To tag Stop Food Waste in your social posts, our handles are:

- Facebook - @StopFoodWaste.ie
- Instagram - @stopfoodwaste.ie
- Twitter - @Stop_Food_Waste

For LinkedIn, please tag EPA Ireland - @Environmental Protection Agency (EPA) Ireland

Template Posts

POST COPY	POST GRAPHIC
<p>#1</p> <p>Planning what you're going to cook can help you avoid food waste by only cooking the portion numbers and sizes you need. The two simple steps you can take are to:</p> <ul style="list-style-type: none"> • Plan what you are going to cook and use food you already have • Plan meal portions by measuring the amount of ingredients you need <p>https://stopfoodwaste.ie/meal-planning-and-cooking/plan-your-cooking-to-avoid-food-waste</p> <p>#PlanToStopFoodWaste</p>	<p>#1</p>  <p>The graphic features a red background with a blue pot in the center. Inside the pot are various colorful vegetables like mushrooms, onions, and tomatoes. A pink spoon is positioned to the right of the pot. The text 'Plan your cooking to avoid food waste!' is written in white inside the pot. The EPA logo and 'STOP FoodWaste.ie' are in the top left corner, and the hashtag '#PlanToStopFoodWaste' is at the bottom.</p>
<p>#2</p> <p>Befriend the freezer!</p> <p>If you have freezer space, make the most of it by batch cooking meals and freezing ingredients.</p> <p>Buy large packs of meat, butter and other freezable items and take some time to portion and freeze food as you unpack the shopping.</p> <p>https://stopfoodwaste.ie/resource/get-friendly-with-your-freezer</p> <p>#PlanToStopFoodWaste</p>	<p>#2</p>  <p>The graphic features a yellow background with a blue pot in the center. The pot has a lid and is surrounded by various colorful vegetables like tomatoes, mushrooms, and onions. The text 'Batch cook and freeze for hassle free future dinners!' is written in white inside the pot. The EPA logo and 'STOP FoodWaste.ie' are in the top left corner, and the hashtag '#PlanToStopFoodWaste' is at the bottom.</p>

<p>#3</p> <p>Plan your meal portions and measure out your ingredients to stop food waste!</p> <p>You can measure your portions:</p> <ul style="list-style-type: none"> • by count (e.g. number of potatoes) • by volume (cups, spoons and ladles) • by weight <p>https://stopfoodwaste.ie/resource/perfect-portions</p> <p>#PlanToStopFoodWaste</p>	<p>#3</p>  <p>The infographic features a blue measuring jug with a red handle and a red lid. Inside the jug, the text reads: 'Measure your portions: by count by volume by weight'. To the left of the jug is a red measuring cup, and to the right is a white bowl filled with green rice. The background is a light blue gradient. The EPA logo and 'STOPFoodWaste.ie' are in the top left, and '#PlanToStopFoodWaste' is in the bottom right.</p>

ENDS

Created for the EPA's Stop Food Waste campaign by M-CO and Alice PR & Events

