Sample Social Media Posts

**Here is sample text to use in your social media outreach** (Facebook, Instagram, Twitter) to help advertise the Double Up Food Bucks program at your outlet. Download the high-resolution images shown here from the NMFMA website separately via the Resources section of the members website ([www.newmexicofma.org](http://www.newmexicofma.org)) after you log in.

Facebook

* Want to double your food dollars? You can with [YOUR OUTLET] Double Up Food Bucks! [YOUR URL]
* Double your SNAP/EBT food dollars with Double Up Food Bucks! Find us at [YOUR URL, ADDRESS, HOURS OF OPERATION]
* You can get FREE fruits & veggies with Double Up Food Bucks! at [YOUR URL, ADDRESS, HOURS OF OPERATION]
* It’s quick & easy to bring home FREE fruits & veggies with your SNAP/EBT card. Visit [YOUR URL, ADDRESS, HOURS OF OPERATION]

 

Instagram

* Want to double your food dollars? You can with New Mexico Double Up Food Bucks!
* You can get more fruits & veggies with Double Up Food Bucks at [YOUR OUTLET NAME]. Check out our website for our location and hours of operation!
* Hashtag suggestions: #DoubleUpNM #SNAPEBT #NewMexicoSNAP #DoubleUp #HealthyNM



Twitter

* Want to double your food dollars? You can with New Mexico #DoubleUp Food Bucks! [YOUR URL].
* Double your EBT dollars with #DoubleUp Food Bucks! Visit Us! [YOUR URL]
* See how you can get a dollar-for-dollar match in fruits & veggies with #DoubleUp! [YOUR URL]
* See how you can get FREE fruits & veggies with #DoubleUp Food Bucks! Learn more [YOUR URL]
* #DoubleUp is helping more New Mexican shoppers double EBT dollars. Find out how: [YOUR URL]

