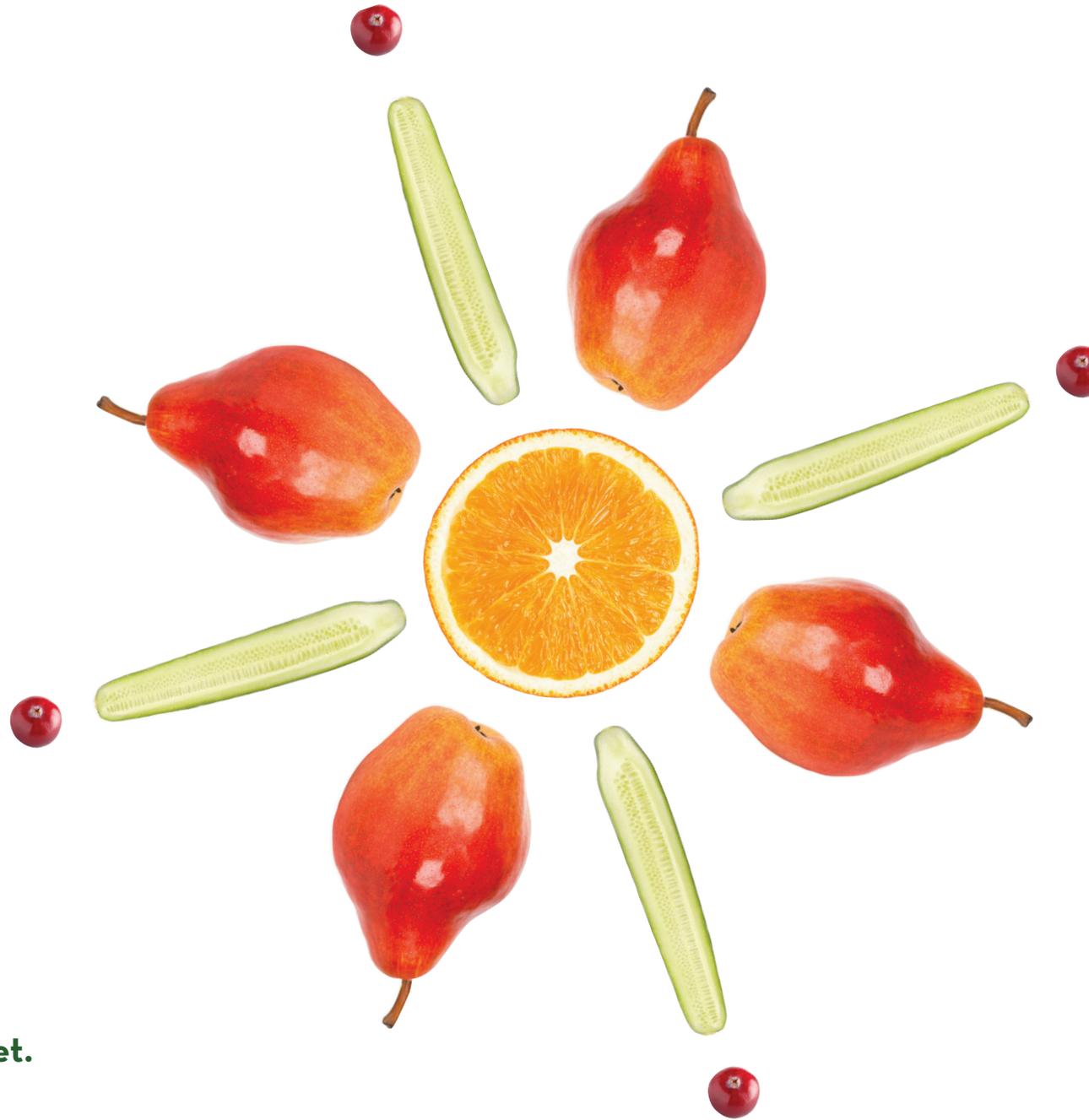


# How to Get Meatless Monday

Going through  
Social Media



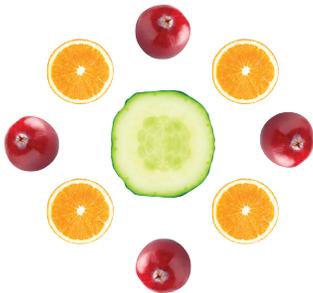
**MEATLESS  
MONDAY**

Good for You.  
Good for the Planet.

# Activate Social Media to Support Meatless Monday

Meatless Monday is a global movement implemented in over 40 countries and in 22 languages. Meatless Monday encourages everyone to cut meat from their diet one day a week. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and improve heart health. It also conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

Social media is one of the easiest and most effective ways to promote what you believe in. It's also a great way to drive traffic and awareness to your business, restaurant, or group.



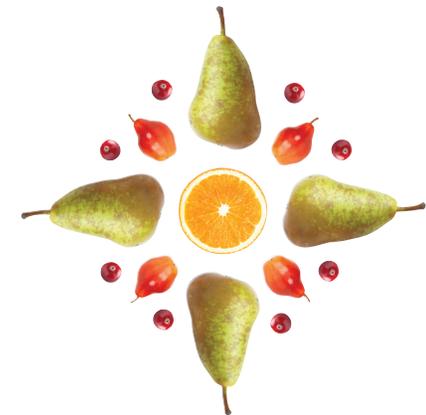
# Who's Going Meatless Monday?

## In the United States

[TGIFridays](#) was beyond excited to talk about their new Beyond Meat burgers in their test kitchen in a Facebook live chat with Meatless Monday. And they're not the only ones – [Hummus & Pita Co.](#) and [Goya](#) were thrilled to talk about how well Meatless Monday fits with their product lines.

## Around the World

There are Meatless Monday social media sites everywhere, from [Israel](#) to [Bhutan](#) to [Brazil](#). No matter where you are, if you're doing Meatless Monday, social media can help you spread the message.



## Take Action:

- **Promotions and Free Resources**

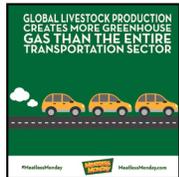
**Page:** Check out our [resources page](#) for images you can use on your social media accounts. [meatlessmonday.com/free-resources](https://meatlessmonday.com/free-resources)

- **Hashtags:** If it's Monday and you're going meatless, let everyone know. Use #MeatlessMonday.

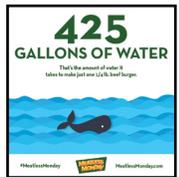
- **Staff:** If you represent an organization, ask your staff members to get involved by sharing photos of their meals on social media and tagging both your company and Meatless Monday. Your coworkers and colleagues can help you build up your own Meatless Monday buzz.

# Sample Posts and Tweet

(Feel Free to Use Our Social Media Graphics)



Global livestock production creates more greenhouse gases than all the cars, truck, planes, and trains in the world. Let's clear the air! Go #MeatlessMonday



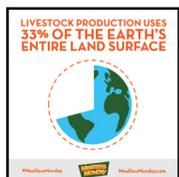
Go Meatless Monday to save water. It takes 425 gallons of water to produce one 1/4 lb. burger. Make a splash and go #MeatlessMonday!



Improve your heart health by replacing processed meats on sandwiches and pizza with heart-healthy veggies! Make the swap for #MeatlessMonday today!

# Sample Social Media Graphics

[See more](#)



Thank you.

Stay positive and persistent and please keep us posted on your efforts!

Follow us on social



# About Meatless Monday

[Meatless Monday](#) is a global movement with a simple message: one day a week, cut the meat. It can make a big difference in personal health and the health of the planet.

Excessive consumption of red and processed meat has been linked with a variety of chronic diseases, including heart disease, type 2 diabetes, obesity and cancer. In comparison, substituting plant-based foods for meat has been shown to reduce these health risks, resulting in a better quality of life and increased longevity.

Raising livestock for our current level of human consumption requires an extraordinary amount of resources and takes a devastating toll on our planet. Meatless Monday helps conserve land, reduce greenhouse gas emissions, save water, and save energy

Meatless Monday is a non-profit initiative of [The Monday Campaigns](#) working in collaboration with the [Center for a Livable Future \(CLF\)](#) at the Johns Hopkins Bloomberg School of Public Health.