

# Social Media Toolkit

## #buymyturkey

Thank you for being part of our **#buymyturkey** campaign.

The campaign is designed to encourage consumers to buy their Christmas turkey direct from the farm where it was produced. When it's not possible for consumers to purchase direct from the farm, we want to encourage them to Back British Farming by purchasing turkeys with a Red Tractor logo.

The campaign kicks off on the 7th December with **#buymyturkey** day.



### HOW YOU CAN GET INVOLVED

- Share images and videos on social media of your turkeys using **#buymyturkey**.
- Share or retweet other **#buymyturkey** social media posts.
- Encourage the public to use our turkey finder website to help them find their nearest farm fresh, British turkey producer.
- Promote the many reasons why it's better to buy a farm fresh, local British turkey – we've listed some of the reasons on this leaflet.
- Follow these accounts to help spread the **#buymyturkey** campaign across Twitter:  
@NFUtweets, @NFU\_Poultry, @RedTractorFood, @KellyBronze, @Hartsturkeys, @kirksturkeys, @LydiardTurkeys, @TrewayTurkeys, @calcottfarm, @adlingtonLtd, @caldecottfarms, @CopasTurkeys and @turkeyfarming7.

### THINGS TO REMEMBER

By taking part in the **#buymyturkey** campaign on social media you're representing your farm business and British farming. It's therefore important that:

- Your images portray British farming's high welfare standards.
- Your images show happy, healthy turkey's in clean surroundings.
- You decide whether you'll respond to any negative comments you receive on social media. Remember it's not always necessary to respond and instead you could ignore, report, mute or block the commenter.
- Your farm buildings appear safe and secure in your pictures to deter possible intruders.

# Why buy a farm fresh, local British turkey this Christmas?

These are just some of the advantages for consumers buying direct from the farm:

- They're supporting their local farmer and economy
- They're supporting British farmers' high animal welfare standards
- They know where their turkey has come from
- They can purchase a whole farm fresh bird and not just a crown
- Visiting their local farm to collect their turkey is a great way to kick off their Christmas celebrations
- It's a great way for them to Back British Farming at Christmas



## Visit the **#buymyturkey** campaign pages:

- NFU Turkey Finder
- NFU Online
- NFU Countryside website with turkey cooking tips and recipes, meet the farmer case studies, and turkey facts