



Social Media Toolkit

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- How does wild rice get from farm to table
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GOALS FOR THIS TOOLKIT

The goals of your social media posts are to get students and parents alike excited about the Harvest of the Month and to inform them of each produce. As parents and high school students are most likely to be the ones with social media, the posts are targeted towards them. Our findings are categorized into three sections: Celebrate Culture, Find Your Tastes, and Connect with Community. The posts will fall into one of these categories:

Celebrate Culture: This section contains suggested social media posts that relate to learning and celebrating different cultures. This section will explore different “fun facts” about each harvest, influential people and stories, and how wild rice is used in different cultures.

Find Your Tastes: This section contains posts about discovering and cultivating new interests and passions. Some questions that can be answered in this section are “What can I do with the harvest?”, “What’s the difference within the produce (e.g. Wild rice versus white rice)?”

Connect With Community: This section contains suggested social media posts about planting and strengthening relationships in the community. Students in more urban areas were interested in learning how farming and produce affects the community. This section will contain information such as: Local Farms, Local Co-Ops, and the Environmental Impact of the produce production.

The most successful social media strategy will draw from all three of these sections.

These posts are yours to use as you like. Feel free to customize the posts to meet your needs and community, or start from scratch to write your own.

Reminder: Links *cannot* be posted directly in Instagram posts. Put links to outside sources in the Instagram account bio. Facebook posts *can* have links directly in posts.

Core Themes: Conversational / Passionate / Empowering

FOOD ITEM: WILD RICE

Find social media post [images here](#)

Celebrate Culture

Instagram

Facebook

<p>Image Direction: Manoomin Salad Image Copy - Recipe Post Copy - Want to try a #NewRecipe? How about Manoomin Salad! All the ingredients in this recipe are grown in Minnesota. Click the link in our bio for the recipe!</p>	<p>Image Direction: Manoomin Salad Image Copy - Recipe Post Copy - Want to try a #NewRecipe? How about Manoomin Salad! All the ingredients in this recipe are grown in Minnesota. Click the link in our bio for the recipe! Click here for the recipe: https://millcityfarmersmarket.org/recipes/manoomin-salad/</p>
<p>Image Direction: Wild Rice Image Copy - Ever wonder how wild rice got its name? Post Copy - Wild rice is called manoomin in the Ojibwe language and has been a staple food for Minnesota's Native Americans for centuries.</p>	<p>Image Direction: Wild Rice Image Copy - Ever wonder how wild rice got its name? Post Copy - Wild rice is called manoomin in the Ojibwe language and has been a staple food for Minnesota's Native Americans for centuries.</p>
<p>Image Direction: variety of wild rice Post copy: For early North American inhabitants, such as the Chippewa and Sioux Indians, wild rice was an essential staple grain. Wild rice served as an important cultural and spiritual force and has been thought to have been a gift from the Creator.</p>	<p>Image Direction: variety of wild rice Post copy: For early North American inhabitants, such as the Chippewa and Sioux Indians, wild rice was an essential staple grain. Wild rice served as an important cultural and spiritual force and has been thought to have been a gift from the Creator.</p>

Find Your Tastes

<p>Image Direction: Kids eating wild rice Image Copy: Post Copy: Although wild rice is a grain, it's gluten free! If you are gluten free or have celiac's disease, wild rice is a great alternative.</p>	<p>Image Direction: Kids eating wild rice Image Copy: Post Copy: Although wild rice is a grain, it's gluten free! If you are gluten free or have celiac's disease, wild rice is a great alternative.</p>
<p>Image Direction: Graphic of different rice including: wild rice, brown rice, and white rice Image Copy: White Rice - 5 grams of protein/cup Brown Rice - 4.3 grams of protein/cup Wild Rice - 6.5 grams of protein/cup. Post Copy: Did you know that wild rice contains more protein, zinc, and potassium than white rice and brown rice!</p>	<p>Image Direction: Graphic of different rice including: wild rice, brown rice, and white rice Image Copy: White Rice - 5 grams of protein/cup Brown Rice - 4.3 grams of protein/cup Wild Rice - 6.5 grams of protein/cup. Post Copy: Did you know that wild rice contains more protein, zinc, and potassium than white rice and brown rice!</p>
<p>Image Direction: Wild Rice and Salmon Image Copy: Recipe Post Copy: Need a good after school snack? Try making a wild rice bow. Click the link in our bio for the recipe.</p>	<p>Image Direction: Wild Rice and Salmon Image Copy: Recipe Post Copy: Need a good after school snack? Try making a wild rice bowl. Click here for the recipe: Wild Rice Bowl Recipe (1)[48].pdf</p>
<p>Image Direction: Meal Photo Image Copy: Recipe Post Copy: Looking to incorporate wild rice into your next meal? Been wanting to try a new recipe? Try the [name of recipe]!</p>	<p>Image Direction: Meal Photo Image Copy: Recipe Post Copy: Looking to incorporate wild rice into your next meal? Been wanting to try a new recipe? Try the [name of recipe]!</p>

Connect With Community

<p>Image Direction: Spirit Lake Native Farm Image Copy: What's around you ? Post Copy: this is Spirit Lake Native Farm in Sawyer, MN. Creation stories</p>	<p>Image Direction: Spirit Lake Native Farm Image Copy: What's around you ? Post Copy: this is Spirit Lake Native Farm in Sawyer, MN. Creation stories</p>
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found in oral tradition recount how the Anishinabe (Ojibwe) were introduced to manoomin(Wild rice), 'the food that grows on water'. Families continue to care for manoomin throughout the year and celebrate the anticipation of a good harvest.	found in oral tradition recount how the Anishinabe (Ojibwe) were introduced to manoomin(Wild rice), 'the food that grows on water'. Families continue to care for manoomin throughout the year and celebrate the anticipation of a good harvest.
<p>Image Direction: Wild Rice</p> <p>Image Copy: Trivia Tuesday! Do you know what Minnesota's official state grain is?</p> <p>Post Copy: It's wild rice! Which also happens to be our harvest of the month for November!</p>	<p>Image Direction: Wild Rice</p> <p>Image Copy: Trivia Tuesday! Do you know what Minnesota's official state grain is?</p> <p>Post Copy: It's wild rice! Which also happens to be our harvest of the month for November!</p>

FURTHER RESOURCES

Recommended hashtags

#HarvestOfTheMonth - We encourage you to put this hashtag on all posts, if possible

#HOTM

#MNWildRice

#ITriedWildRiceToday

#FallFestivites

#NewRecipe

#MNGrownWildRice

Useful Links

<https://minnesotagrown.com/wp-content/uploads/Wild-Rice1.pdf> - Minnesota Grown Pick of the Month

<https://www.dnr.state.mn.us/wildlife/shallowlakes/wildrice.html> - Minnesota Department of Natural Resources

<https://millcityfarmersmarket.org/recipes/manoomin-salad> - Manoomin Salad Recipe

<https://www.foodhero.org/recipes/wild-rice-salmon-stew> - Wild rice and salmon stew recipe

<https://www.spiritlakenativefarms.com> - Spirit Lake Native Farms

[Districts, Schools and Educators \(mn.gov\)](#)- Minnesota Department of Education- Wild Rice recipes including: Turkey Wild Rice Bowls, Vegetarian Wild Rice Bowls, and Take home Wild Rice bowls

[Wild Rice Lesson](#) from Minnesota Agriculture in the Classroom