

Sample Facebook post:

Initial post:

Thank you [@ insert restaurant handle] [mention location] manager for considering adding a plant-based entrée at your restaurant! More people are leaving meat and dairy off their plates to improve their health, save money, the planet and for the animals. #OMD4theplanet #TakeExtinctionOffYourPlate

Follow up post:

Hi, [@ insert restaurant handle] [mention location]! What are the next steps to get a plant-based entrée on the menu? Contact @omd4theplanet if you have questions! #OMD4theplanet #TakeExtinctionOffYourPlate

Applying pressure:

Hi, [insert handle] [mention location]! I haven't heard back from you on how we can get a plant-based entrée on your menu. We're all waiting to hear from you – for our health and the planet! #OMD4theplanet #TakeExtinctionOffYourPlate

Spread the word - victory:

Thank you [@ insert restaurant handle] [mention location] for adding a plant-based entrée to your menu! The trees, our oceans, endangered species and community all benefit. Can't wait to come in and give it a taste! #OMD4theplanet #TakeExtinctionOffYourPlate

Sample Tweets:

Initial post:

Thank you [@ insert handle] for considering adding a #plantbased entrée! People are eating less meat and dairy for their health, to save \$\$, the planet & for the animals. RT if you agree! #OMD4theplanet #TakeExtinctionOffYourPlate

Follow up post:

Hi, [@ insert handle] [# mention location]! What are the next steps to get a #plantbased entrée on the menu? Tweet at @omd4theplanet with questions. RT for plants! #OMD4theplanet #TakeExtinctionOffYourPlate

Applying pressure:

Hi, [@ insert handle] [# mention location]! I haven't heard back from you about adding a #plantbased entrée. We're all waiting to hear from you– for our health and the planet! #OMD4theplanet #TakeExtinctionOffYourPlate

Spread the word - victory:

Thank you [@ insert handle] [# mention location] for adding a #plantbased entrée to your menu! The trees, our oceans, endangered species and community all benefit. Can't wait to come in and give it a taste! RT if you agree. #OMD4theplanet #TakeExtinctionOffYourPlate

Sample Instagram posts:

Initial Post:

Thank you [@ insert restaurant handle] [# mention location] manager for considering adding a #plantbased entree at your restaurant! More people are leaving meat and #dairy off their plates to improve their health, save money, the planet and for the animals. #OMD4theplanet #TakeExtinctionOffYourPlate

Follow Up:

Hi [@ insert restaurant handle] [# mention location]! What are the next steps to get a #plantbased entree on the menu? Contact @omd4theplanet if you have questions! #omd4theplanet #TakeExtinctionOffYourPlate

Applying Pressure:

Hi, [insert handle] [# mention location]! I haven't heard back from you on how we can get a #plantbased entree on your menu. We're all waiting to hear from you – for our health and the planet! #OMD4theplanet #TakeExtinctionOffYourPlate

Victory:

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