**Sample Social Media Posts for 2023**

Don’t forget to use the hashtags **#PotatoGoodness** and **#PotatoesFuelPerformance** on Facebook, Instagram, Twitter, and TikTok.

**January:**

**1/1 New Years Day**

New Year, New Resolutions. Commit to learning a new potato recipe a month. Who’s in?

**February:**

**American Heart Month**

* February is American Heart Month. Research suggests that diets rich in potassium and low in sodium reduce the risk of hypertension and stroke. Did you know that skin-on potatoes rank highest for potassium content among the top 20 top-selling fruits and vegetables?

**2/9 Pizza Day**

* Gluten isn't for everyone, but pizza is! Make your very own crispy wheel of potatoes and top it how you like. In fact, make it a personal pizza night, great as dinner for 1 or 4! 🥔 🍕
* National Pizza Day is around the corner. Get inspired with these potato pizza recipes. Which potato pizza would you try? 🥔 🍕
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**2/12 Big Game Day**

* Getting ready for the big game this weekend? Start by making good snack decisions. No punts intended 😉 🏈
* Let potatoes be the MVP of the big game. From Loaded Baked Potato Dip to Buffalo Chicken Potato Skins, these are sure to be fan favorites. 😉 🏈

**2/14 Valentine’s Day**

* Hands in the air if potatoes are your love language 🙌 ❤️
* Whether it’s love in the air or just good aromas, let potatoes steal your heart. We think Cupid could do far more good with potatoes than arrows. ❤️🥔
* Potatoes are the food you love that loves you right back! Here’s how:
	+ ⛽ 26 grams of good carbs to fuel you
	+ 🌿 3 grams of plant-based protein
	+ 🍌 More potassium than a banana - providing 15% of the daily value per serving (620 mg)
	+ 🥔 30% of your daily vitamin C requirement
	+ 🚫 ZERO fat, gluten, cholesterol or sodium

**March:**

**Nutrition Month**

* March is National Nutrition Month. Get the facts about potatoes by downloading this Debunking Myths guide. 🥔 ✅
* Happy National Nutrition Month. Celebrate with P-O-T-A-T-O-E-S. ✅Energy-packed. ✅Nutrient dense. ✅Fuel for your day.

**3/14 Potato Chip Day**

* What did one potato chip say to the other?
Shall we go for a dip?
* Chips and Dip are iconic but what are your favorite potato duos?
* National Potato Chip Day is this week, so here’s a unique and scrumptious way to celebrate the day (and every day!).

**3/17 St. Patrick’s Day**

* Make your own luck🍀 this St, Patricks Day with these Irish boxty potato pancakes.
* Luck🍀 has nothing to do with it. This Shepherd’s Pie with Irish Cheddar Whipped Potatoes is the exact amount of perfection you need this St. Patrick’s Day and any day.

**April:**

**4/7 World Health Day**

* Happy National World Health Day 🌎 Potatoes are a nutrient-dense vegetable that fuels you for the day.
✔️Vitamin C
✔️Potassium
✔️Vitamin B6
✔️3g Protein

✔️2g Fiber

* Dietary fiber has been shown to have numerous health benefits, including improving blood lipid levels, regulating blood glucose, and increasing satiety. Celebrate World Health Day by learning more about potato nutrition. 🌎🥔

**4/9 Easter**

* An Easter brunch every-bunny will love. Pour this eggxcelent ham mix over your favorite hash brown potatoes for a quiche the whole family will enjoy. Hop to the recipe link to this plate of sunshine.

**4/22 Earth Day**

* DYK potatoes are good for a healthy, sustainable earth? In fact, potatoes produce more food energy per cubic meter of water used than any other major crop and use less land per kilogram of production than most other foods. 🌎 💚
* Depending on rainfall, some farmers may not have to water their potatoes all year. What do you want to know about growing potatoes? 🌎 💚
* Happy Earth Day 🌎 💚 Are potatoes good for feeding a growing world? Learn what role potatoes play in food security, particularly for developing countries.

**May:**

**Mediterranean Diet Month**

* It’s Mediterranean Diet Month. Celebrate nutrient-dense meals that include potatoes. 🥔 ✅

**5/14 Mother’s Day**

* Happy Mother’s Day. Does your mom have a favorite potato dish?

**5/29 Memorial Day**

* Ready to grill and chill this Memorial Day Weekend? Good thing potatoes are a real crowd-pleaser 🥔🙌
* Sit back, relax, and let the grill/oven do all the cooking while you catch up with friends and family this weekend.
* Sun's out, Bun's Out! 😎 Don’t forget the potatoes when you’re grilling this weekend.

**June:**

**6/3 National Donut Day**

* This National Donut Day….. DONUT miss your chance to make spudnuts. Glazed, Chocolate, Jelly, which spudnut is your favorite?
* DO-NUT scroll past this life-hack. Instant potatoes make 🍩 extra fluffy

**6/7 Global Running Day**

* Happy National Running Day. A great day to make some nutrient-dense 🥔 and get the energy, potassium, and vitamin C you need to fuel your day.

**6/17 Eat Your Vegetables Day**

* It's National Eat Your Vegetables Day! According to Fruits & Veggies—Have A Plant, fruit and vegetable consumption has dropped by nearly 10% since 2004. Make consuming vegetables easy by eating potatoes.
* It's National Eat Your Vegetables Day! Have a vegetable, like a potato. Potatoes provide the energy, carbohydrates, and potassium you need.

**6/18 Father’s Day**

* Happy Father's Day! Let's hear your best potato-puns.