

Here's to blue skies and crispy fries.

Fry's the Limit when you join us in celebrating
National French Fry Day on July 13



What is National French Fry Day?

Celebrated every year on July 13, National French Fry Day is a holiday dedicated entirely to the most popular food across generations - Fries! ¹

¹ NPD Generational Eating Report, US October 2019

How to use social media to celebrate

Captivate your customers on **National French Fry Day** with a special **Limited Time Offer**. While our Activation Guide gives you instructions and inspiration for creating your LTO, this Social Media Toolkit will help you join the **#NationalFrenchFryDay** conversation and spread the word about your promotion.



Consumers love hashtag food holidays.

- ➔ With over 10 billion mentions of food holidays in 2019, National French Fry Day was mentioned 250 million times.²
- ➔ **#NationalFrenchFryDay**, received a 95% positive consumer sentiment last year.²
- ➔ By participating in a food holiday with a large and active social conversation, your restaurant can take advantage of **additional exposure for free**.

² Sysomos 2019

Where to post about your promotion

Post to any social media accounts you have set up for your restaurant, especially on Facebook®, Instagram®, and Twitter®. Don't forget about Stories!



Great for sharing links, creating events, and posting updates.



Maximize appetite appeal on this visual platform—in your feed, and in Stories.



Works best for quick, frequent reminders. Keep your tweets short and sweet!

BOOST

Help your social media promotion take off by **turning it into an ad** targeted to people in your city.



1

Announce your promotion

Make a post letting people know when National French Fry Day is, and introduce your LTO or other promotional offers.

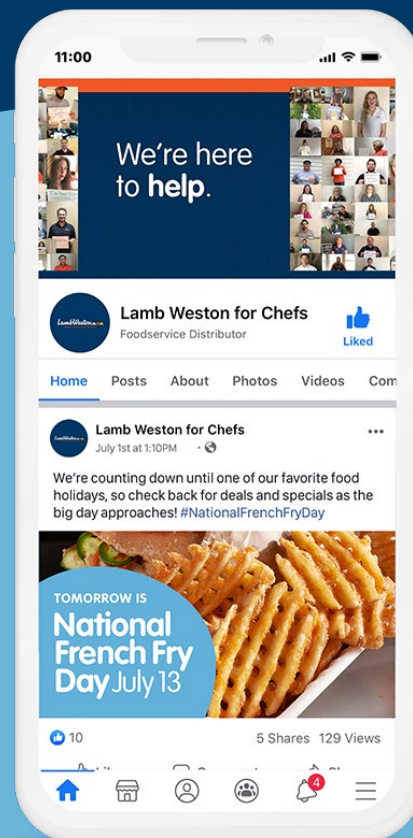
Instagram®



Sample Caption: We're counting down until one of our favorite food holidays, so check back for deals and specials as the big day approaches! **#NationalFrenchFryDay**

**The Facebook® image size provided can also be used on Twitter®

Facebook® / Twitter® **



Quick Tip

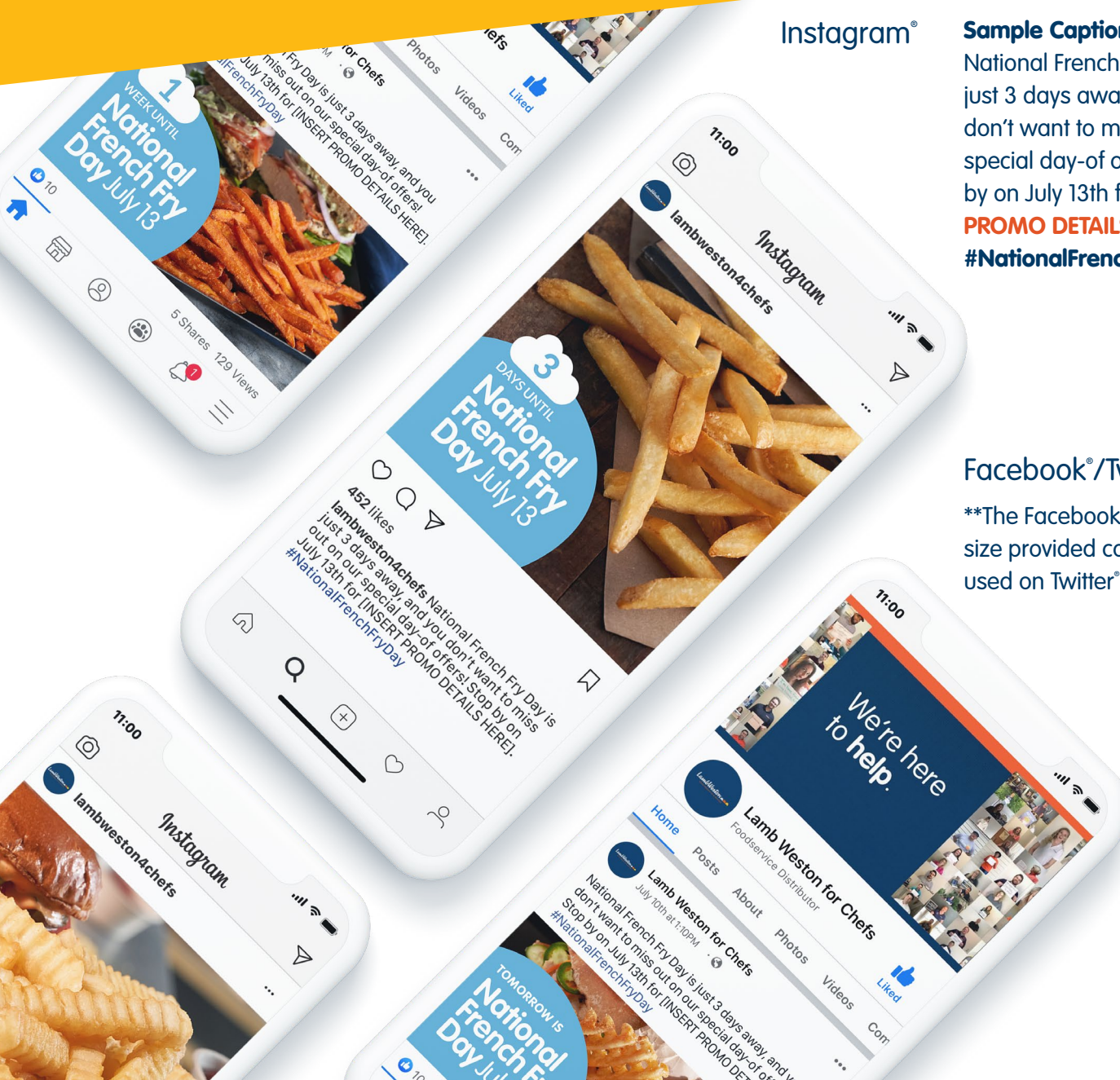
Update your social profile images to immediately communicate your LTO



Want to use these images, and more, to post on your channels?

2 Build excitement

Post regularly leading up to National French Fry Day to keep your promotion top-of-mind and have your guests counting down the days!



Instagram®

Sample Caption:

National French Fry Day is just 3 days away, and you don't want to miss out on our special day-of offers! Stop by on July 13th for **[INSERT PROMO DETAILS HERE]**.
#NationalFrenchFryDay

Facebook®/Twitter® **

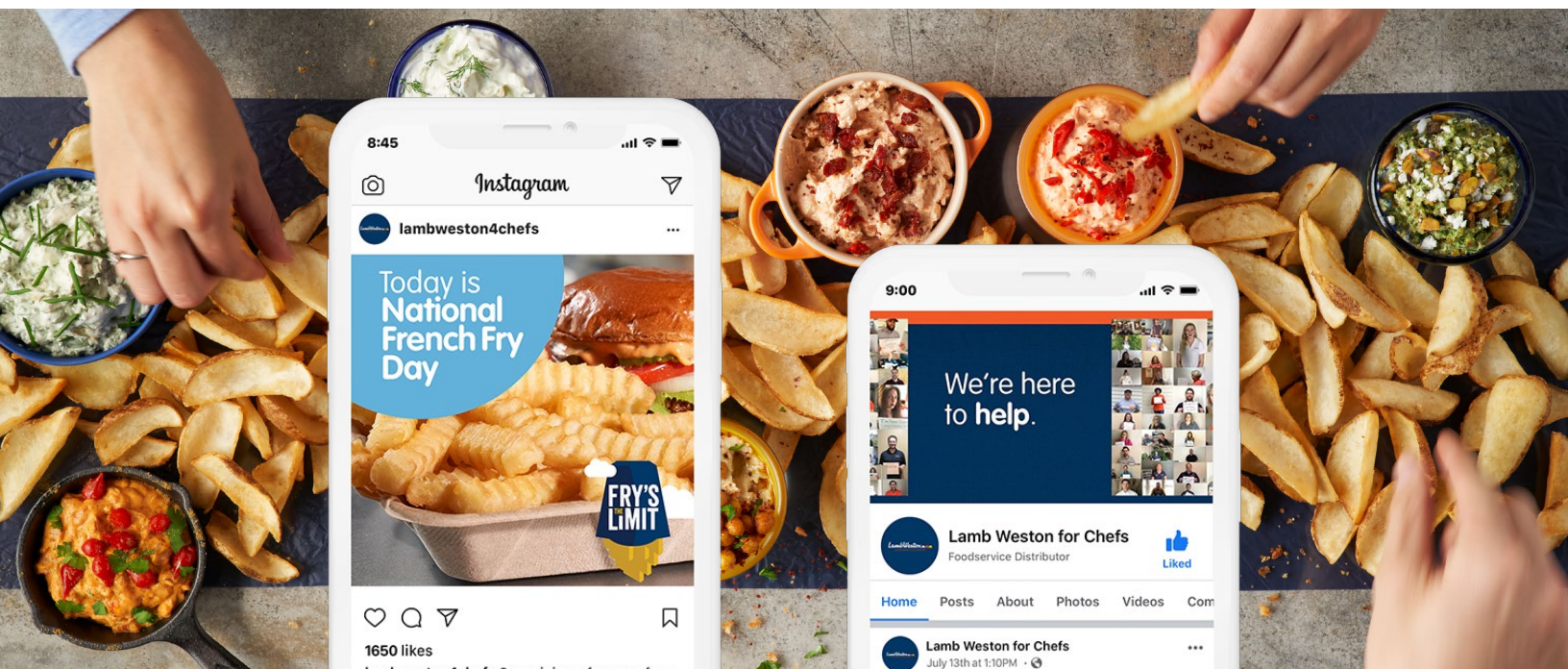
**The Facebook® image size provided can also be used on Twitter®



Want to use these images, and more, to post on your channels?

3 Celebrate the big day!

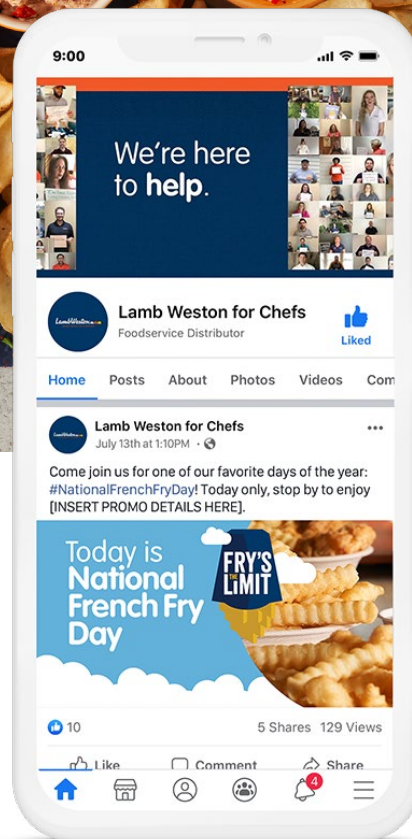
Post all of your promotional details first thing in the morning, and don't be afraid to post multiple times throughout the day.



Instagram®

Sample Caption: Come join us for one of our favorite days of the year: **#NationalFrenchFryDay!** Today only, stop by to enjoy **[INSERT PROMO DETAILS HERE]**.

**The Facebook® image size provided can also be used on Twitter®



Facebook®/Twitter® **

Quick Tip

Encourage your guests to share their experience on social media so your promotion can reach even more people.



Want to use these images, and more, to post on your channels?

Get creative with Instagram® Stories

Start with the images in our toolkit, then add stickers, gifs, additional text, location tags, or anything else to customize your eye-catching Story post.



#NFFD

Use the **Hashtag Sticker** in Stories to get your post global reach

ANIMATE

Click on the **Giphy tool** and type **"Fries"** in the search bar

TAG

Ask your followers to **tag you** in their NFFD posts and **repost in your Story**