

Social Media Toolkit

Global Forum for Food and Agriculture 2022



goes virtual

24 - 28 January 2022

GLOBAL
FORUM OF FOOD
AND
AGRICULTURE

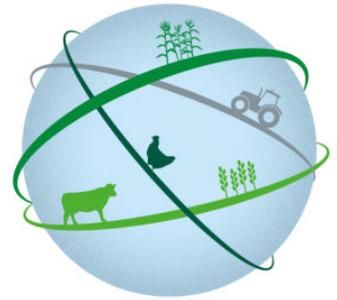
Sustainable Land Use: Food Security Starts with the Soil

Check out the event: www.gffa-berlin.de

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Last updated: November 26, 2021

About This Toolkit



Sustainable Land Use: Food Security Starts with the Soil

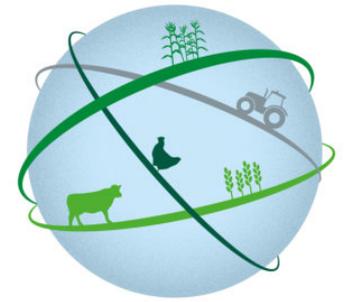
The 14th #GFFA (24 - 28 January 2022) will address soil and land in focus and aims to provide impetus and promote international exchange.

This Toolkit was developed to enlist our partners and individuals all over the world in generating conversations online.

We've developed Social Media content for our attendees to provide a key visual through out the event.

The media material you find here, is free for you to use.

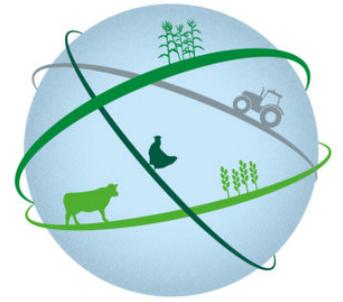
Topline GFFA Messages



You can use this language when speaking about the GFFA 2022 or adapt the language for your own use in blog posts, op-eds and Social Media.

- More than 90 percent of global food production depends on soil. It provides habitats for soil organisms and is the most important terrestrial carbon sink on earth.
- The farming industry is losing fertile land, and the quality of soils is deteriorating in many regions. This development must be halted by using land resources sustainably and preserving existing agricultural land.
- There is an urgent need for the international community to develop and implement viable and practical solutions for using land resources sustainably and preserving existing agricultural land. Thus we need to discuss sustainable land use and the 2022 GFFA is the right place for this purpose. Only in doing so will we be able to feed the growing world population, stop climate change, and reduce the loss of biodiversity.
- The GFFA will take place from 24 - 28 January 2022 and is to provide key impetus to sustainable land use and promote international exchange.
- How can we improve soil protection? How can we restore degraded soils? How can we make the use of finite land resources more sustainable? How can farmers worldwide get fair access to land? Those are the key questions to discuss at the 14th GFFA in January 2022.

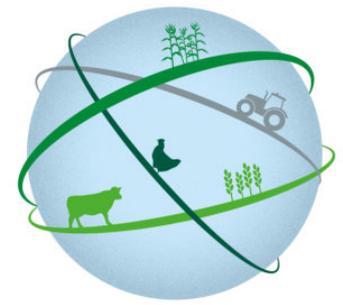
Visuals and Logos



Feel free to use our visuals. There are several banners to choose from if you need some ready-to-post material. Please make sure to avoid destructive or disrespectful content and only use our material when promoting the event positively. If you have further questions on how to use our visuals, you can contact us:

info@gffa-berlin.de





When you post...

We encourage you to share on your Social Media channels.

Make sure to tag us



- on LinkedIn @GFFA



- on Twitter @bmel

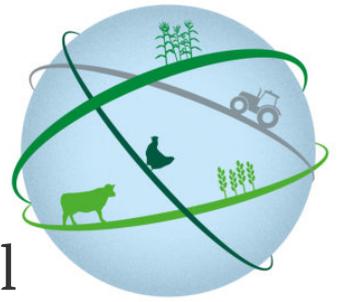


- on Instagram @lebensministerium

Share your post with a wider audience by using

#GFFA

Ready-to-Post



We encourage you to share on your Social Media channels. Here is an example on how to create an easy to handle post by using the samples of our Toolkit.

1

Choose a platform.

Example:



2

Choose a visual.

Example:



3

Choose a text.

Example:

The GFFA will take place from 24 - 28 January 2022 and is to provide key impetus to sustainable landuse and promote international exchange.

4

Use the hashtag and tag.

Example:

#GFFA @GFFA