

Using Video to Bring **Whole Grain** **Sampling Day** to Life



Video—whether live or pre-recorded—helps people connect and get up close and personal, even when social distancing. We've included ideas here to get your imaginations flowing, and we can't wait to see what you create!

On **March 31, 2021**, individuals, organizations, and companies across the country will be celebrating **Whole Grains Sampling Day (WGSD)**. Together we can amplify each other's messages on social media. Make sure to use **#SampleWholeGrains**.

Oldways will be posting content and engaging with your **Whole Grain Sampling Day** social media posts all day on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#), and [LinkedIn](#).

Video Challenge: Show Us Your Whole Grains **#SampleWholeGrains**

Film a 30-second video with your phone as you sample a whole grain.

For best results, hold the phone horizontally while recording your video.

- **Show us:** the whole grain you are sampling, and the Whole Grain Stamp on the package that helped you know the amount of whole grain in the food.
- **Tell us:** what whole grain you are trying, how to prepare it, what it tastes like, or what you like about it.

Feeling too shy or too rushed to post a video? Share a photo instead!

Upload to Instagram. Tag **@wholegrains_council** in the caption.



Go Live on Facebook or Instagram

Facebook Live videos get 3 times the engagement of recorded videos (source: *HubSpot*). Instagram Live videos bump your content to the top of users' feeds, and automatically notifies your followers when your live video begins. In short: **Live videos help you get noticed on social media!** Sample ideas to get you started:

Interview an Expert

Ask an expert a question, and capture their answer on video. Sample questions:

- **For a baker:** What is your favorite whole grain to use in baking?
- **For a dietitian:** What makes whole grains an important part of a healthy diet?
- **For a chef:** What is an easy way to add whole grains to a meal?

Make a Recipe

Create a recipe video that uses whole grains. It can be simple like how to make the perfect oatmeal or more challenging like baking whole grain bread. When you go live, tag us so we can cheer you on!

Give an Assignment on Facebook, Twitter, and/or Instagram

Get your followers sampling whole grains by giving them a task to complete. We recommend sharing teaser posts throughout March so that they purchase their whole grains in time for WGSD. *Sample ideas:*

- Offer a coupon for a product and show them a specific way to use the product.
- Invite them to make a quick video about their favorite whole grain product, recipe, or a whole grain they want to try.
- Film yourself doing a taste test of a whole grain food. Describe the taste, texture, and what you like about it. Ask your followers to gather the members of their household to make a video of their taste test!

Share a "How-to" Video on Facebook, Instagram, or YouTube

Upload simple, short videos (10-60 seconds) with whole grain tips. Sample topics:

- How to swap brown rice for white rice
- How to use [name of whole grain]
- How to store whole grains
- How to identify a whole grain product at the grocery store

Sponsor a Webinar on Zoom

Sponsor a live webinar as part of Oldways' popular [CPEU webinar series](#) before March 31, 2021. Your replay will be hosted on Oldways' YouTube account and will receive a boost of attention when it is promoted on the big day! For more information about sponsored webinars, contact Kelly@OldwaysPT.org.

Don't Forget to Tag Us!

 @Oldways_PT on Facebook

 @wholegrains_council on Instagram

 @OldwaysPT on Twitter

 @Oldways_PT on TikTok

