



Bundesministerium
für Ernährung
und Landwirtschaft

Social Media Toolkit

Global Forum for Food and Agriculture 2023



18 - 21 January 2023

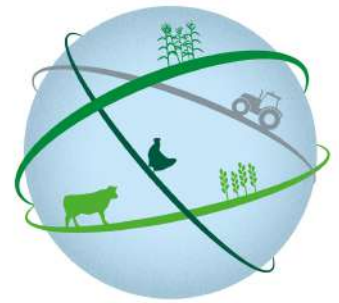
GLOBAL
FORUM FOR FOOD
AND AGRICULTURE

Food Systems Transformation: A Worldwide Response to Multiple Crises

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

Last updated: October 20, 2022

About This Toolkit



Food Systems Transformation: A Worldwide Response to Multiple Crises

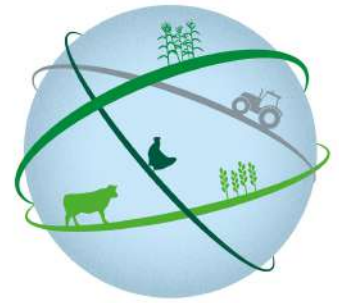
The 15th #GFFA (18 - 21 January 2023) will address the transformation of global food systems and aims to provide impetus and promote international exchange.

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 throughout the event.

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

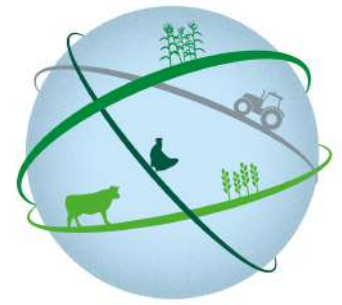
Topline GFFA Messages



You can use this language when speaking about the GFFA 2023 or adapt the language for your own use in blog posts, op-eds and Social Media.

- With the 2030 Agenda, the international community has set itself ambitious Sustainable Development Goals, such as ending global hunger. Despite this, the number of people affected by hunger is continuing to rise.
- In addition to the climate crisis, the extinction of species and the COVID-19 pandemic, the Russian war of aggression against Ukraine has become a new driving force in this crisis of global food security. The world is currently facing the worst food crisis since World War II.
- The 2023 GFFA is set to build on the UN Food Systems Summit and aims to promote discussion and to explore possible ways for global and national collaboration in a spirit of partnership.
- The GFFA will take place from 18 - 21 January 2023 and is to provide key impetus to the transformation of global foodsystems and promote international exchange.
- The 2023 GFFA will address the issue “Food Systems Transformation: A Worldwide Response to Multiple Crises”. With the 2030 Agenda, the international community has set itself ambitious Sustainable Development Goals.

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



18 - 21 January 2023



Food Systems Transformation: A Worldwide Response to Multiple Crises

Check out the event: www.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

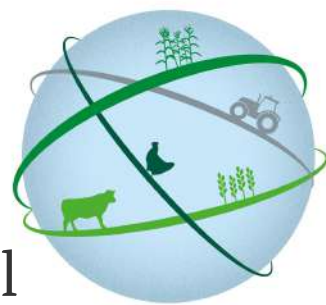


- on Instagram @lebensministerium

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 18 - 21 January 2023 and is to provide key impetus to the transformation of global foodsystems and promote international exchange.

4

Use the hashtag and tag.

Example:

#GFFA @GFFA