



THE  
JACQUES PÉPIN  
FOUNDATION



## SOCIAL MEDIA TOOL KIT

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### **GENERAL INFORMATION**

#### **GENERAL 90/90 & JPF TALKING POINTS**

- The Jacques Pépin Foundation helps people everywhere discover better living through better food. The JPF provides grants to community kitchens across the country and celebrates the culinary arts in programs accessible to everyone.
- The JPF's vision is a world in which lives are enriched and communities are strengthened through the power of culinary education. We work to raise awareness about the importance of food and cooking in our daily lives, inspiring future generations of food lovers to discover their own "Happy Cooking" for improved health and well-being. More information on the mission and programs can be found at [jp.foundation](http://jp.foundation).
- The 90/90 Dinner Series is the JPF's first national fundraising campaign with the goal to raise a record amount of funds to advance the JPF's mission of improving lives through culinary education. More information can be found at [www.celebratejacques.org](http://www.celebratejacques.org).
- Please always feel free to include in your posts any personal or professional connections to Jacques Pépin or what Jacques means to you and/or your business.
- Timeline of posts:
  - Once event date is confirmed: [Teaser/Save the Date](#)
  - Once tickets sales are live: [Tickets On Sale Now](#)
  - 3-5 days before ticket deadline: [Tickets Still Available](#)
  - 3-5 days after event: [Event Wrap-Up](#)

#### **JPF SOCIAL MEDIA HANDLES & HASHTAGS**

Facebook: [Jacques Pépin Foundation](#)

Instagram: [@jacquespepinfoundation](#)

YouTube: [@JacquesPepinFoundation](#)

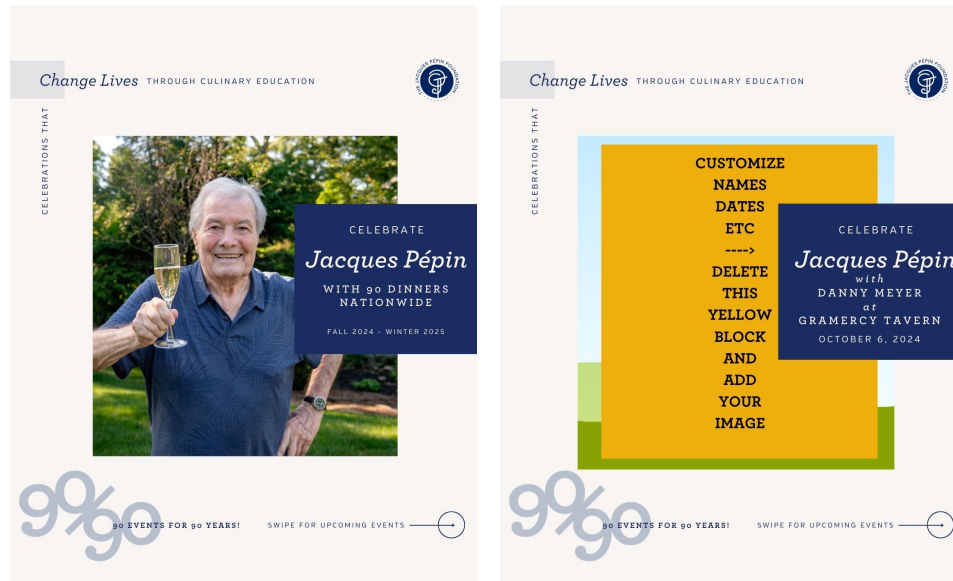
Hashtags: [#jacquespepinfoundation](#) [#celebratejacques](#) [#happycooking](#)

#### **90/90 SPONSORED PRODUCT MEDIA HANDLES**

We would greatly appreciate it if you could capture and tag our incredible brand sponsors in any pre-event and recap posts featuring them at your event. Your support helps us celebrate their generosity! Please find our sponsors and their media handles [here](#).

## GRAPHICS

Here are some graphic assets we encourage you to use when promoting JPF and the 90/90 initiative. You can customize the date, location and other details. **Feel free to add additional photos!**



**INSTAGRAM & FACEBOOK (1080 x 1350) Social Frame:**

[LINK TO TEMPLATE](#)



**SAMPLE MENUS (8.5 x 11):**

[LINK TO TEMPLATES](#)

## **SUGGESTED COPY AND TALKING POINTS**

### **Teaser - to be posted when your event date is confirmed with the JPF team**

Feel free to post in your own brand voice, or copy/paste the full suggested social copy below (organized by platform). Please be sure to mention the following beats:

- Our restaurant has joined the Jacques Pépin Foundation as an official host of one of Jacques' 90th birthday celebrations in the Jacques Pépin Foundation's 90/90 Dinner Series fundraising campaign!
  - Save the date! **INSERT DATE HERE**
  - Join us in celebrating Jacques and changing lives through the power of culinary education
- 

<b>X (formerly Twitter)</b>	Save the date! We're very proud to be joining the Jacques Pépin Foundation to celebrate Jacques' 90th birthday on <b>INSERT DATE HERE</b> . Find all the details about the 90/90 Dinner Series here: <a href="http://www.celebratejacques.org">www.celebratejacques.org</a>
<b>Facebook/Instagram Feed Post</b> * Vertical/portrait format * Please note, "link in bio" is <u>Instagram only</u> as URLs aren't clickable in Instagram captions. For Facebook, adjust the language to remove the "link in bio" and direct people to the URL.	<p>Today we officially signed on to join the @JacquesPepinFoundation in celebrating Jacques' 90th birthday! We are proud to be hosting one of the 90 curated dinners in the 90/90 Dinner Series, the JPF's biggest fundraising initiative ever, with a goal to raise a record amount of funds to advance the JPF's mission of improving lives through culinary education.</p> <p>Full details of our 90/90 dinner are coming soon, but for now please save the date: <b>INSERT DATE HERE</b></p> <p>Check out @jacquespepinfoundation and visit the <a href="#">link in their bio</a> or find out more about Jacques' 90/90 birthday celebration here: <a href="http://www.celebratejacques.org">www.celebratejacques.org</a></p>
<b>Facebook/Instagram Story Post</b> *Vertical/portrait format	Save The Date! We're joining the @JacquesPepinFoundation to celebrate Jacques' 90th birthday on <b>INSERT DATE HERE!</b> <b>INSERT <a href="http://www.celebratejacques.org">www.celebratejacques.org</a> LINK IN STORY</b>

## Tickets On Sale Now - to be posted when your ticket sales are live

Feel free to post in your own brand voice, or copy/paste the full suggested social copy below (organized by platform). Please be sure to mention the following beats:

- Tickets are now available for our **INSERT DATE HERE** celebration of Jacques Pépin's 90th birthday!
- We are an official host of one of the @JacquesPepinFoundation's 90/90 Dinners, part of the JPF's first national fundraising campaign in support of free culinary education for all.
- Find full details and purchase your tickets here **INSERT LINK HERE**

<b>X (formerly Twitter)</b>	Tickets are on sale now for our 90/90 Dinner on <b>INSERT DATE HERE</b> celebrating Jacques' 90th birthday! Join us in the celebration with the Jacques Pépin Foundation as we raise funds to support free culinary education for all. See the menu and get your tickets here <b>INSERT TICKETING LINK HERE</b> and learn more about the Jacques Pépin Foundation's 90/90 Dinner Series at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a>
<b>Facebook/Instagram Feed Post</b> * Vertical/portrait format * Please note, "link in bio" is <u>Instagram only</u> as URLs aren't clickable in Instagram captions. For Facebook, adjust the language to remove the "link in bio" and direct people to the URL.	<p>We are delighted to announce that tickets are now on sale for our <b>INSERT DATE HERE</b> celebration of Jacques Pépin's 90th birthday, part of the @JacquesPepinFoundation's 90/90 Dinner Series! Jacques has been an inspiration to chefs and home cooks for decades, and we are thrilled to be part of the celebration and fundraising efforts to support culinary education for all. Our dinner will feature <b>[insert your specific dinner details here, for example: dishes inspired by Jacques, and a few of your favorites from our regular menu.]</b></p> <p>It promises to be an unforgettable evening, and we hope to see you there! See the full menu and get your tickets at the <b>link in bio</b>. Learn more about the 90/90 Dinner Series at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a></p>
<b>Facebook/Instagram Story Post</b> *Vertical/portrait format	Tickets are on sale now for our 90/90 Dinner celebrating Jacques Pépin's 90th birthday! We're joining the @JacquesPepinFoundation for their biggest fundraiser ever on <b>INSERT DATE HERE</b> and we hope you'll join us! <b>INSERT TICKETING LINK IN STORY</b>

### Tickets Still Available - to be posted 3-5 days before your ticket deadline

Feel free to post in your own brand voice, or copy/paste the full suggested social copy below (organized by platform). Please be sure to mention the following beats:

- A few tickets are still available for our **INSERT DATE HERE** celebration of Jacques Pépin's 90th birthday!
- We are an official host of one of the @JacquesPepinFoundation's 90/90 Dinners, part of the JPF's first national fundraising campaign in support of free culinary education for all.
- The deadline to reserve your seat is **INSERT DATE HERE**
- Find full details and purchase your tickets here **INSERT LINK HERE**

<b>X (formerly Twitter)</b>	There are just <b>XX</b> days left to reserve your seat at our very special dinner on <b>INSERT DATE HERE</b> celebrating Jacques Pépin's 90th birthday! Join us in the celebration with the Jacques Pépin Foundation as we raise funds to support free culinary education for all. See the menu and get your tickets here <b>INSERT LINK HERE</b> and learn more about the Jacques Pépin Foundation's 90/90 Dinner Series at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a>
<b>Facebook/Instagram Feed Post</b> * Vertical/portrait format * Please note, " <b>link in bio</b> " is <u>Instagram only</u> as URLs aren't clickable in Instagram captions. For Facebook, adjust the language to remove the "link in bio" and direct people to the URL.	There are just <b>XX</b> days left to get your tickets for our <b>INSERT DATE HERE</b> celebration of Jacques Pépin's 90th birthday! Our chef has put together an incredible menu for this very special celebration, and we hope you will join us in support of the @JacquesPepinFoundation's 90/90 Dinner Series, a nationwide fundraiser in support of free culinary education for all.  See the full menu and get your tickets at the <b>link in bio</b> and learn more about the 90/90 Dinner Series at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a> . This event will sell out, so don't wait to reserve your seat!
<b>Facebook/Instagram Story Post</b> *Vertical/portrait format	A few tickets are still available for our 90th birthday celebration of Jacques Pépin, but there's only <b>XX</b> days left to get yours! Join us and the @JacquesPepinFoundation for their biggest fundraiser ever on <b>INSERT DATE HERE! INSERT TICKETING LINK IN STORY</b>

**Event Wrap-Up - to be posted 3-5 days *after* your event**

Feel free to post in your own brand voice, or copy/paste the full suggested social copy below (organized by platform). Please be sure to mention the following beats:

- Thank you to everyone who joined us and the @JacquesPepinFoundation for our celebration of Jacques Pépin's 90th birthday!
- We raised \$\$\$ in support of free culinary education for all.
- See photos from the event here **INSERT LINK HERE**
- Learn more about the @JacquesPepinFoundation's mission and the 90/90 Dinner Series at [jp.foundation](http://jp.foundation)

<b>X (formerly Twitter)</b>	Thank you to everyone who came out for our 90/90 Dinner celebrating Jacques Pépin's 90th birthday! With your help, we raised \$\$\$ in support of free culinary education for all – AMAZING! See some of our favorite photos from the evening and sign up to host your own 90/90 Dinner with the Jacques Pépin Foundation at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a>
<b>Facebook/Instagram Feed Post</b> * Vertical/portrait format	<p>Wow! Thank you to everyone who joined us on <b>INSERT DATE HERE</b> for our 90/90 Dinner with the @JacquesPepinFoundation! It was an unforgettable night of incredible food, dazzling drinks, and sparkling company. The best part? We raised \$\$\$ in support of free culinary education for all through the JPF's work. Thank you!</p> <p>If you missed out on the fun, there are many more 90/90 Dinners coming up at restaurants all over the country, and home cooks are getting in on the action, too! Learn about all of the 90/90 Dinners or sign up to host your own at <a href="http://www.celebratejacques.org">www.celebratejacques.org</a>.</p> <p>We are so proud to be a part of the 90/90 Dinner Series, and we're so thankful to all of you that helped make it an extraordinary event. We hope we'll see you again in our dining room soon!</p>
<b>Facebook/Instagram Story Post</b> *Vertical/portrait format	Oh what a night! Here are a few of our favorite shots from our @JacquesPepinFoundation 90/90 Dinner. We raised \$\$\$ in support of free culinary education for all – THANK YOU! Learn more about the 90/90 Dinners and sign up to host your own here <b>INSERT <a href="http://www.celebratejacques.org">www.celebratejacques.org</a> IN STORY</b>



## **90/90 SPONSORED PRODUCT MEDIA HANDLES**

### **Beverages**

Acqua Panna Natural Spring Water

- Instagram: [@acquapanna](#)
- Facebook: [@acquapanna](#)

S.Pellegrino Sparkling Mineral Water

- Instagram: [@sanpellegrino\\_official](#)
- X: [@Sanpellegrino](#)
- Facebook: [@sanpellegrino](#)

Joseph Cartron Crème de Cassis

- Instagram: [@josephcartronliqueur](#)

Frank Family Vineyards

- Instagram: [@frankfamilyvineyards](#)
- X: [@FrankFamilyWine](#)
- Facebook: [@frankfamilyvineyards](#)

Hendrick's Gin

- Instagram: [@hendricksgin](#)
- X: [@HendricksGin](#)
- Facebook: [@hendricksgin](#)

HINE Rare Cognac

- Instagram: [@hinecognacs](#)
- X: [@HineCognacs](#)

### **Kitchenware**

Le Creuset

- Instagram: [@lecreuset](#)
- X: [@lecreuset](#)
- Facebook: [@lecreuset](#)

Steelite

Instagram: [@SteeliteUSA](#)  
X: [@steeliteusa](#)  
Facebook: [@steelite](#)

### **Food**

Chilean Salmon

- Instagram: [@chileansalmonmc](#)
- X: [@ChileanSalmonMC](#)
- Facebook: [@chileansalmonmc](#)

Maldon Salt

- Instagram: [@maldonsalt](#)
- X: [@maldonsalt](#)
- Facebook: [@maldon.seasalt](#)

Prime Food Distributor

- Instagram: [@primefooddistributor](#)
- Facebook: [@primefooddistributor](#)

Straus Family Creamery

- Instagram: [@strausmilk](#)
- Facebook: [@strausfamilycreamery](#)

TABASCO Brand

- Instagram: [@tabasco](#)
- X: [@tabasco](#)
- Facebook: [@tabasco](#)