Sample Social Media Posts:

- It’s easier than you think to fit 30 minutes of #exercise into your day. Try breaking activity into 10-minute sessions in the morning, afternoon and evening. [http://sm.eatright.org/30minworkout #eatright](http://sm.eatright.org/30minworkout #eatright)

- Sharing #familymeals with a variety of nutrient-rich foods teaches kids to make long-term positive food choices. [http://sm.eatright.org/raisehlthyeat #eatright](http://sm.eatright.org/raisehlthyeat #eatright)

- Keep your New Year’s resolution to eat healthfully with these 5 easy tips: [http://sm.eatright.org/kickbadhabit #eatright](http://sm.eatright.org/kickbadhabit #eatright)

- Celebrate #NationalBeanDay by adding a serving of cooked beans to your plate! One cup of beans provides about 16 grams of plant-based protein and is a great source of key nutrients: [http://sm.eatright.org/gomeatlessmon #eatright](http://sm.eatright.org/gomeatlessmon #eatright)

- Apply to be a Fellow of the Academy of Nutrition and Dietetics! View eligibility and full details: [http://sm.eatright.org/FAND #eatrightPRO](http://sm.eatright.org/FAND #eatrightPRO)

---

January

Looking for social media inspiration? Here are some relevant, easy-to-share posts, as well as ideas for media interviews and blog posts!

### Key Dates in January 2018

- **1st** New Year’s Day
- **1st** Call for 2018 FNCE® Abstracts
- **5th** Apply to become a Fellow of the Academy
- **6th** National Bean Day
- **9th** National Apricot Day
- **11th** National Milk Day
- **12th** National Curried Chicken Day
- **15th** Martin Luther King Jr. Day
- **19th** National Popcorn Day
- **21st** National Granola Bar Day
- **24th** National Peanut Butter Day
- **26th** National Green Juice Day

#### January 1–7: New Year’s Resolutions Week

#### January 15–21: National Fresh Squeezed Juice Week

- **National Healthy Weight Awareness Month**
- **National Hot Tea Month**
- **National Oatmeal Month**
- **National Slow Cooking Month**
- **National Soup Month**

### Talking Points

#### 30-Minute Workouts for Any Schedule

In a time crunch? There are plenty of ways to schedule a quick workout into your day! [http://www.eatright.org/resource/fitness/exercise/workout-ideas/30-minute-workouts-for-any-schedule](http://www.eatright.org/resource/fitness/exercise/workout-ideas/30-minute-workouts-for-any-schedule)

- Try taking 10 minutes in the morning, afternoon and evening to do some form of activity. Examples include 10 minutes of bodyweight exercises in the morning (squats, crunches, etc.), a 10-minute walk during lunch and a 10-minute yoga routine at night.

- Find creative ways to walk more. Take the stairs whenever possible or park farther away from your destination when you drive.

#### Raise Healthy Eaters in the New Year

Ring in the New Year by teaching your children the importance of food, nutrition and healthful eating skills. [http://www.eatright.org/resource/food/nutrition/eating-as-a-family/raise-healthy-eaters-in-the-new-year](http://www.eatright.org/resource/food/nutrition/eating-as-a-family/raise-healthy-eaters-in-the-new-year)

- Make family meals a priority. Eating and talking together during a meal helps foster family unity, promotes a healthy weight for kids and may prevent behavior problems.

- Get your kids involved in preparing meals! Examples include having your children plan the dinner menu at home and taking them to the grocery store to pick out nutritious foods.
Want to present at FNCE® 2018? Now’s your chance — submit a poster session abstract!

Abstracts are due Thursday, February 15.

FNCE® 2018 will take place in Washington, D.C., October 20–23! If you or your colleagues want to share cutting-edge research, submit a poster session abstract today!

An abstract is a brief, written summary (no more than 250 words) of the specific concept or ideas to be presented and a statement of their relevance to practice or research. Three types of abstracts can be presented: research, project or program reports, and innovations in nutrition and dietetics practice or education.

The top abstracts will be selected to present at a poster session. If your abstract is chosen, you’re required to attend FNCE® and be present throughout the assigned session. Presenters also are responsible for the expenses of travel, hotel and the meeting registration fee for the day they’re scheduled to present.

Keep in mind that all abstracts must comply with the Academy’s Commercialism Policy. Be sure to review the full policy before submitting.

Spread the word and encourage your colleagues to present at #FNCE!

Sample Social Media Posts:

Want to present at #FNCE 2018 in Washington, D.C.? Now’s your chance! Submit a poster session abstract today:
http://sm.eatright.org/fnceabstract eatrightPRO

If you’re thinking about submitting a #FNCE poster abstract, take a look at these helpful tips:
http://sm.eatright.org/fnceabstract eatrightPRO

Have research you’d like to share at #FNCE? Submit a poster session abstract before February 15! Learn more:
http://sm.eatright.org/fnceabstract eatrightPRO

The deadline for #FNCE poster session abstracts is just around the corner! Submit by February 15:
http://sm.eatright.org/fnceabstract eatrightPRO
Key Dates in February 2018

- **1st**: Voting in the Academy National Election begins
- **1st**: Membership Renewal for 2018-2019 opens online
- **4th**: National Homemade Soup Day
- **4th**: World Cancer Day
- **14th**: Valentine's Day
- **15th**: Call for 2018 FNCE® Abstracts closes
- **15th**: Voting in the Academy National Election closes
- **16th**: National Almond Day
- **19th**: President's Day
- **22nd**: National Chili Day
- **26th**: National Pistachio Day
- **27th**: National Strawberry Day

**American Heart Month**

**Canned Food Month**

**National Black History Month**

**National Cherry Month**

**National Grapefruit Month**

**National Hot Breakfast Month**

**National Macadamia Nut Month**

Talking Points

**Heart Health and Diet (Heart Month)**

About 92.1 million American adults are living with some form of cardiovascular disease or the after-effects of stroke. Many of these deaths and risk factors are preventable, and food choices have a big impact on your heart’s health. [http://www.eatright.org/resource/health/wellness/heart-and-cardiovascular-health/heart-health-and-diet](http://www.eatright.org/resource/health/wellness/heart-and-cardiovascular-health/heart-health-and-diet)

- Following a healthy eating plan, doing regular physical activity, quitting smoking and managing stress can lower your risk.
- Lower your risk for heart disease by following recommendations from the [2015-2020 Dietary Guidelines for Americans](http://www.eatright.org/dietary-guidelines).

**9 Candy-free Ideas for Valentine’s Day Classroom Parties**

Valentine’s Day parties often are filled with candy and foods high in added sugars. Consider sending your child to school with healthful treats instead! [http://www.eatright.org/resource/health/lifestyle/holidays/9-chocolate-free-ideas-for-valentines-day-classroom-parties](http://www.eatright.org/resource/health/lifestyle/holidays/9-chocolate-free-ideas-for-valentines-day-classroom-parties)

- Celebrate Valentine’s Day with fruits that are red, such as apples, blood oranges and red grapes.
- Get creative! Make a “Cupid’s Smoothie” with cranberry or pomegranate juice, low-fat milk, bananas and canned pineapples. Or prepare “XOXO trail mix” with O-shaped cereal, pretzel sticks and dried cranberries.

Sample Social Media Posts:

Celebrate #AmericanHeartMonth and lower your risk of heart disease with these meal preparation tips: [http://sm.eatright.org/HHcooktips #eatright](http://sm.eatright.org/HHcooktips #eatright)

Classroom #ValentinesDay parties are a great time to learn about healthy snacking. Swap out the sugar with these healthy treats: [http://sm.eatright.org/chocfreevday #eatright #kidseatright](http://sm.eatright.org/chocfreevday #eatright #kidseatright)

Eating right can lower your risk of developing #cancer and other diseases. Here’s how: [http://sm.eatright.org/dietcancer #eatright #CancerPrevention](http://sm.eatright.org/dietcancer #eatright #CancerPrevention)

It’s time to cast your vote for #eatrightPRO leadership positions in the 2018 national election! Voting ends February 15th: [http://sm.eatright.org/election](http://sm.eatright.org/election)

Nuts provide satiety thanks to their fiber, protein and fat content! What’s your favorite kind of nut? [http://sm.eatright.org/nutsposter #eatright](http://sm.eatright.org/nutsposter #eatright)
Shape the future of the nutrition and dietetics profession!

Voting in the Academy’s national election will begin February 1! Members have the opportunity to choose leaders who will positively impact the nutrition and dietetics profession. Voting is online, making the process simple and streamlined. Ballots will remain open until February 15.

On the ballot, you can compare skills and qualifications of each candidate. This year’s open positions include President-elect, Treasurer-elect, Board of Directors Director, Speaker-elect, House of Delegates Director-at-Large, Nominating Committee and many more!

If you’re a candidate for a position, use social media to build your campaign. Feel free to use the hashtag #eatrightPRO. Just remember to follow the Academy’s social media guidelines.

Get started and encourage your colleagues to vote today!

Sample Social Media Posts:

Have you voted in the Academy election yet? Ballots are open until February 15!  
http://sm.eatright.org/election #eatrightPRO

Before casting your vote in the Academy election, learn more about each candidate! Full list of 2018 nominees:  
http://sm.eatright.org/ldrpositions #eatrightPRO

From campaign guidelines to voting info, here’s everything you need to know about the 2018 Academy election:  
http://sm.eatright.org/election #eatrightPRO

Campaigning for a position in the Academy election? Great! Just be sure to follow these guidelines:  
http://sm.eatright.org/campaignguidelines #eatrightPRO

Let your voice be heard by voting in the Academy election! Ballots close February 15:  
http://sm.eatright.org/election #eatrightPRO
Key Dates in March 2018

1st  Last day to submit a nomination for the 2018 National Honors and Awards
1st  National Peanut Butter Lover’s Day
6th  National Frozen Food Day
7th  National Cereal Day
8th  International Women’s Day
8th  World Kidney Day
10th  National Pack Your Lunch Day
14th  Registered Dietitian Nutritionist Day*
15th  International School Meals Day
16th  National Artichoke Hearts Day
17th  St. Patrick’s Day
19th  National Poultry Day
22nd  National Water Day
23rd  National Chia Day
26th  National Spinach Day
26th  Purple Day (Epilepsy Awareness)
26th  National Spinach Day
27th  National American Diabetes Association Alert Day
27th  National Spanish Paella Day
30th  National Doctor’s Day

National Nutrition Month®

Talking Points

**What an RDN Can Do For You (National Nutrition Month/RDN Day)**
Eating right can seem like a real challenge, but it doesn’t have to be! Learn the benefits of working with a registered dietitian nutritionist to meet your goals.
http://www.eatright.org/resource/food/resources/learn-more-about-rdns/what-an-rdn-can-do-for-you

- Registered dietitian nutritionists offer personally tailored advice, not a one-size-fits-all diet approach.
- If you have any chronic diseases, an RDN can create an eating plan that helps you manage it.

**How an RDN Can Help with Kidney Disease (World Kidney Day)**

- Medical nutrition therapy includes a lifestyle assessment, a thorough review of current diet and eating habits and development of a personalized nutrition plan.
- A dietitian can help develop an eating and exercise plan that considers individual food preferences, level of physical activity, lifestyle and special needs to help accomplish disease management goals.

Sample Social Media Posts:

Registered dietitian nutritionists are food and nutrition experts! See how an RDN can help you eat right and reach your goals: http://sm.eatright.org/RDcando #eatright

Your kidneys play an important role in maintaining health! Learn about kidney function, disease and ways a registered dietitian nutritionist can help: http://sm.eatright.org/rdnkidneydis #eatright #NationalKidneyMonth

Spread the word about #NationalNutritionMonth with these handy materials! http://sm.eatright.org/NNM #eatright

National Diabetes Association Alert Day is a great reminder to understand your #diabetes risk. http://sm.eatright.org/diabetes #eatright

Celebrate #NationalSpinachDay with Spinach-Almond Pesto, Creamy Parmesan Spinach Squares or Spinach Artichoke Dip! #Recipes: http://sm.eatright.org/eatspinach #eatright
Celebrate National Nutrition Month®!

Go Further with Food

March is National Nutrition Month®! This is the Academy’s annual education and information campaign, helping people make informed food and lifestyle choices.

This year’s theme — “Go Further with Food” — couldn’t be more timely or relevant, and there are plenty of ways to promote this topic! Start by encouraging people to adopt healthier eating styles, while reducing food loss and waste. Examples include being mindful of portion sizes, purchasing foods that can be eaten or frozen within a few days, using leftovers during the week and considering the foods available at home before purchasing more at the grocery store. Then, spread awareness on social media using the official #NationalNutritionMonth hashtag.

On March 14, the Academy will celebrate Registered Dietitian Nutritionist Day. This day honors the expertise and contributions of RDNs as the food and nutrition experts.

Don’t forget to look at our celebration toolkit for National Nutrition Month®. This resource provides everything you need to celebrate — including key messages, promotional materials, event ideas and more!

Sample Social Media Posts:

“Go Further with Food” by being mindful of portion sizes! Learn more in honor of #NationalNutritionMonth: [http://sm.eatright.org/prtndistortion](http://sm.eatright.org/prtndistortion) #eatright

Want to get involved in #NationalNutritionMonth? Take a look at these fun and easy ideas: [http://sm.eatright.org/NNMevents](http://sm.eatright.org/NNMevents) #eatright

Wondering how registered dietitian nutritionists earn their credential? This article breaks it down: [http://sm.eatright.org/RDNqualifications](http://sm.eatright.org/RDNqualifications) #eatright #NationalNutritionMonth

Looking for ways to “Go Further with Food”? Try including a variety of healthful fruits & veggies in your diet! [http://sm.eatright.org/ERnotcomplicated](http://sm.eatright.org/ERnotcomplicated) #eatright #NationalNutritionMonth

Registered Dietitian Nutritionist day is around the corner! Take a look at these ways to celebrate on March 14: [http://sm.eatright.org/RDNday](http://sm.eatright.org/RDNday) #RDNday #NationalNutritionMonth
Coming Soon:

April  National Preceptor Month
May   Nutrition Research Month
June  Alzheimer’s and Brain Awareness Month

Follow the Academy on social media!

For professional news and updates:
- Facebook: https://www.facebook.com/eatrightPRO
- Twitter: https://twitter.com/eatrightPRO
- LinkedIn: Academy of Nutrition and Dietetics
- YouTube: https://www.youtube.com/user/EatRightPROtv
- Twitter: https://twitter.com/eatrightFNCE

For messaging to share with clients and consumers:
- Facebook: https://www.facebook.com/EatRightNutrition
- Twitter: https://twitter.com/eatright
- YouTube: https://www.youtube.com/user/EatRightTV
- Google+: https://plus.google.com/+eatright

The Academy of Nutrition and Dietetics is the world’s largest organization of food and nutrition professionals. The Academy is committed to improving health and advancing the profession of dietetics through research, education and advocacy.