



# Social Media Toolkit

July - September 2025





# July

## Key Dates in July 2025

3	National Eat Your Beans Day
4	Independence Day
4	National Caesar Salad Day
6	National Hand Roll Day
7	World Chocolate Day
8	National Blueberry Day
13	Gastrointestinal Stromal Tumors Awareness Day
14	National Mac and Cheese Day
20	National Ice Cream Day
22	National Mango Day
26	Americans with Disabilities Act Day
26	World Tofu Day
28	World Hepatitis Day
30	Gastroschisis Awareness Day
31	National Avocado Day
Disability Pride Month	
Juvenile Arthritis Awareness Month	
National Blueberry Month	
National Bison Month	
National Cleft & Craniofacial Awareness & Prevention Month	
National Culinary Arts Month	
National Grilling Month	
National Minority Mental Health Awareness Month	
National Picnic Month	
National Watermelon Month	
Park and Recreation Month	
Sarcoma Awareness Month	
UV Safety Month	

## Talking Points

### Cooking Tips for One or Two **National Culinary Arts Month**

While many recipes are written to make four to six servings, that doesn't mean you should ditch the kitchen for takeout if you have a smaller household! A little planning and the following tips can help when cooking for one or two.

- Visit the bulk bins at your local grocery store. You can buy exactly what you need with no food waste, and it's often less expensive than buying a larger, pre-packaged amount.
- Buy a whole package of fish, meat or poultry and wrap individual portions in freezer-safe paper for later; label each with the date and contents.
- Bulk bags of fruits and veggies are only a better deal if you eat them before they spoil, which can be harder to do if you have a small household. Buy only what you can reasonably eat before the produce perishes.

### Packing the Perfect Cooler **National Picnic Month**

When you're planning a day outdoors, bringing a cooler can keep your food safe, fresh and tasting great for hours. However, loading it properly is essential to help reduce the risk of foodborne illness.

- When packing your cooler, use several inches of ice cubes or ice packs to keep food cold.
- Load your cooler right before leaving the house, not in advance. This will help keep food safe and cold for longer.
- If you're bringing along foods such as meat, poultry or fish, pack them in watertight containers or zippered storage bags to prevent juices from leaking into the ice or onto other foods.
- Make sure the temperature of the cooler and its contents stays below 40°F.

## Sample Social Media Posts

Many recipes are designed to feed a crowd. If you live on your own or are preparing meals for a smaller amount of people, use these tips: [sm.eatright.org/CookingFor1](https://sm.eatright.org/CookingFor1) #eatright #NationalCulinaryArtsMonth

Hosting a picnic? Before heading out, review these food safety guidelines for packing the perfect cooler to keep you and your guests safe! [sm.eatright.org/PackCooler](https://sm.eatright.org/PackCooler) #eatright #NationalPicnicMonth

July is #NationalGrillingMonth! Think beyond the traditional favorites by incorporating lean cuts of meat, fish and lots of veggies into your cookout menu: [sm.eatright.org/hlthycookouttips](https://sm.eatright.org/hlthycookouttips) #eatright

Looking for a different side for your summer cookout? Try this spin on the traditional wedge salad, featuring grilled lettuce topped with garlic tahini dressing, bacon and onions: [sm.eatright.org/GarlickyLettuce](https://sm.eatright.org/GarlickyLettuce) #eatright





# August

## Key Dates in August 2025

1	World Lung Cancer Day
2	National Mustard Day
3	National Watermelon Day
5	National Oyster Day
8	National Zucchini Day
12	International Youth Day
15	National Relaxation Day
18	National Fajita Day
19	National Potato Day
19	World Humanitarian Day
21	National Senior Citizens Day
24	National Waffle Day
26	<b>Deadline for FNCE® early registration</b>
29	National More Herbs, Less Salt Day
31	National Trail Mix Day
1-7	World Breastfeeding Week
3-9	National Farmers Market Week
3-9	National Health Center Week
	Children's Eye Health and Safety Month
	Digestive Tract Paralysis Awareness Month
	National Breastfeeding Month
	National Immunization Awareness Month
	National Peach Month
	National Sandwich Month
	Psoriasis Action Month
	Summer Sun Safety Month

## Talking Points

### Twin and Triplet Nutrition Tips

#### ***National Breastfeeding Month***

Breastfeeding provides benefits for both mom and baby, but is it possible to breastfeed twins and triplets? Nursing multiples is demanding, but the following tips can help make it work for you.

- Individuals who are exclusively breastfeeding need about 500 additional calories per baby per day during the first six months after pregnancy.
- Consider pumping breastmilk in advance so a partner or other caregiver can help with feedings.
- For questions about feeding positions, latching and more, reach out to a lactation consultant who can provide assistance.

### Be a Savvy Farmers Market Shopper

#### ***National Farmers Market Week***

Farmers markets are wonderful places to find your favorite produce, but the number of choices can be overwhelming. Here are a few ideas on how to maximize your trip and become a savvy farmers market shopper.

- Items at a farmers market change regularly. Rather than using a specific list for groceries, consider meal ideas with flexibility. For example, pick ingredients to toss together for a salad or a seasonal vegetable for a side dish.
- If you can only go to the market on weekends, get there early. Otherwise, go on a weekday during the middle of the day. Less traffic in the market means more opportunities to get the best products!
- You may encounter a fruit or vegetable you've never had before. Don't be afraid to ask vendors about their produce or for cooking suggestions. Most vendors are happy to tell you about their products!

## Sample Social Media Posts

August 3-9: Celebrate National #FarmersMarketWeek by visiting your local market and selecting nutritious options with your family! To be a savvy farmers market shopper, use these tips: [sm.eatright.org/FarmerShopper](https://sm.eatright.org/FarmerShopper) #eatright

It is possible to breastfeed twins or triplets, but it can be demanding. During #NationalBreastfeedingMonth, review these helpful tips to have a successful experience: [sm.eatright.org/TwTrNutrition](https://sm.eatright.org/TwTrNutrition) #eatright #kidseatright

Heading on a camping or hiking trip? Follow these tips to pack nutritious meals and stay hydrated during your next outdoor adventure: [sm.eatright.org/HikeCampFood](https://sm.eatright.org/HikeCampFood) #eatright

Sandwiches can be a quick, economical option for lunch or dinner! Try this grilled chicken salad on whole-wheat bread for #NationalSandwichMonth: [sm.eatright.org/ChickSalad](https://sm.eatright.org/ChickSalad) #eatright

# 2025 Food & Nutrition Conference & Expo®

Join us at [FNCE® 2025](#) in Nashville this October 11-14! This is a great opportunity to connect with fellow nutrition and dietetics peers while learning about the latest research, breakthroughs and updates from top experts in the field.

Who should attend? FNCE® is a must for registered dietitian nutritionists, nutrition and dietetics technicians, registered, dietetic interns and students, nutrition science researchers and even policymakers, health care providers and industry leaders.

During this annual event, attendees can choose from a variety of educational opportunities ranging from short [Learning Lounge](#) talks on hot topics and practice insights to longer [educational sessions](#) on cutting-edge topics to [hands-on workshops](#) and offsite [excursions](#), including [a high-energy fitness event](#) that will set the tone for FNCE®! Earn CPEUs in practice areas including aging and long-term care, behavioral and mental health, culinary trends and foodservice innovation, eating disorders and disordered eating... plus much more! Poster sessions on Sunday, October 12 through Tuesday, October 14 will delve into emerging, never-before-seen research with opportunities to connect with authors.

Along with educational and career advancement opportunities, FNCE® is a great time to network, connect with friends and attend fun events, including the [Welcome Party](#) following Opening Session! [Review the program](#) to get more details about this year's FNCE® events and Expo activities. Additionally, support the Academy Foundation by bidding in the [silent auction](#) and participating in the [Foundation Anytime 5K](#). These events directly benefit the Academy Foundation, the only public charity dedicated exclusively to the nutrition and dietetics profession and impacting hundreds of Academy members year-round.

For those interested in attending but needing financial assistance from their employer, there's [a toolkit available](#) with four simple steps, talking points and a link to our new FNCE® Cost Calculator to help with budgeting and estimating your trip's cost. Use this information and downloadable email template and flyer to help gain your employer's support to attend FNCE®.

Promote FNCE® online with our [social media toolkit](#). Sample messaging, shareable graphics and header photos can be downloaded or posted directly to your social media channels. Be sure to use the official hashtag **#FNCE** to join the conversation and help spread the word about this incredible conference and all it has to offer!

## Sample Social Media Posts

Early pricing for #FNCE 2025 in Nashville ends August 26! Will you be there? Register today and save: [sm.eatright.org/FNCE25reg](#) #eatrightPRO

Have you planned your trip to Nashville for #FNCE this fall? Check out the registration rates, housing and travel options, and more: [sm.eatright.org/FNCE25info](#) #eatrightPRO

Help your employer understand the many benefits of sending you to the 2025 Food & Nutrition Conference & Expo! Use these simple steps to demonstrate the value of #FNCE not only for you, but also for your company: [sm.eatright.org/FNCE25support](#) #eatrightPRO

Did you know the Academy Foundation hosts several events at #FNCE? Learn about the Foundation's virtual 5K, silent auction and more: [sm.eatright.org/FND25events](#) #eatrightPRO

Excited about #FNCE? Download and share graphics and sample messages directly to your social media accounts with this handy toolkit: [sm.eatright.org/FNCEtoolkit25](#) #eatrightPRO



# September

## Key Dates in September 2025

1	Labor Day
2	World Coconut Day
4	National Macadamia Nut Day
5	National Food Bank Day
13	International Chocolate Day
13	National Celiac Disease Awareness Day
13	National Peanut Day
16	National Guacamole Day
18	National HIV/AIDS and Aging Awareness Day
21	World Alzheimer's Day
24	National Women's Health & Fitness Day
25	National Cooking Day
25	World Lung Day
26	National Dumpling Day
29	World Heart Day

Sept. 15-Oct. 15: National Hispanic Heritage Month

8-12: Malnutrition Awareness Week™

Childhood Cancer Awareness Month

Healthy Aging Month

National Childhood Obesity Awareness Month

National Cholesterol Education Month

National Food Safety Education Month

National Fruits & Veggies Month

National Rice Month

National Yoga Month

Ovarian Cancer Awareness Month

Prostate Cancer Awareness Month

Thyroid Cancer Awareness Month

Whole Grains Month

World Alzheimer's Month

## Talking Points

### The MIND Diet

#### **World Alzheimer's Month**

A healthful eating routine can help reduce the risk of a variety of conditions, including Alzheimer's disease. The Mediterranean-Dash Intervention for Neurodegenerative Delay (MIND) diet has been studied for its positive role in brain health. This style of eating includes both daily and weekly goals for various foods:

- Eat two or more servings of vegetables, with at least one serving of leafy green vegetables each day.
- Include three or more daily servings of whole-grain foods including oats, millet, bulgur, brown rice and other grain-based products.
- Meet weekly intake goals for berries, nuts and seeds, beans, fish and poultry.
- Limit ultra-processed foods, added sugars and saturated fats.

### What Is the Nutrition Focused Physical Exam

#### **Malnutrition Awareness Week**

Malnutrition means unbalanced nutrition and is a common, high-risk condition that must be addressed quickly. Registered dietitian nutritionists can perform a physical exam called the Nutrition Focused Physical Exam, or NFPE, to assess nutritional status or evaluate malnutrition. An NFPE may include:

- Measuring grip strength
- Assessing for fluid retention, also known as edema, and dehydration
- Looking at specific areas of the body for muscle and fat loss
- Observation of hair, nails, eyes and mouth for vitamin and mineral deficiencies

## Sample Social Media Posts

*September 15-19:* When you meet with an RDN, a Nutrition Focused Physical Exam may be part of your assessment. This exam evaluates nutritional status and screens for malnutrition. Learn more during #MalnutritionAwarenessWeek: [sm.eatright.org/NFPEExam](https://sm.eatright.org/NFPEExam) #eatright

Have you heard of the MIND diet? During #WorldAlzheimersMonth, learn about this diet and find out how it may help prevent or delay dementia and other declines in brain health: [sm.eatright.org/MIND](https://sm.eatright.org/MIND) #eatright

Some foods should always be washed, but others should be kept far away from the sink! Review these food safety guidelines during National Food Safety Education Month to learn more: [sm.eatright.org/WashAllFood](https://sm.eatright.org/WashAllFood) #eatright #NFSEM

September is National Cholesterol Education Month. Learn how to keep your cholesterol in check by making positive nutrition and lifestyle changes: [sm.eatright.org/chlstrl](https://sm.eatright.org/chlstrl) #eatrightPRO

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