



## 2024 CALFRESH AWARENESS MONTH SOCIAL MEDIA TOOLKIT

### ABOUT CALFRESH AWARENESS MONTH

May CalFresh Awareness Month is an annual informational campaign to raise awareness of the CalFresh Program. CalFresh helps stretch low-income residents' budgets to increase their food-buying power, so they can purchase the food and groceries essential for a healthy nutrition.

### PURPOSE OF TOOLKIT

The following social media posts are approved for use by the Los Angeles County Department of Public Social Services. Digital platforms can help spread information about CalFresh Awareness Month during May.

### HOW TO USE TOOLKIT

This toolkit contains messaging that County departments and community partners may use on social media channels. Copy and paste the text into posts and download the images below. You may use any of the following combination of images and captions for your social media posts.

## IMAGES



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COPY:

- Join @laco\_dpss this May in celebrating #CalFreshAwarenessMonth. 🥦 🍅 🥕

The #CalFreshProgram increases your food-buying power so you can buy food and groceries for a healthier and better nutrition.



#EatBetterLiveBetter with #CalFresh. 🍊 🥑 🥦

👉 Apply today at BenefitsCal.com 👈

#CFAM2024

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