

**END HUNGER >****> GROW FARMING****END HUNGER GROW FARMING APPEAL SOCIAL MEDIA TOOLKIT**

Vulnerable farming communities in eastern Africa are facing a triple C crisis as conflict, Covid shocks and the climate crisis cause widespread threats to lives and livelihoods.

Hunger is rising, with Ethiopia and Kenya both facing acute food insecurity. Farm Africa's End Hunger Grow Farming appeal is raising funds to help farmers across eastern Africa regenerate their land, build climate-resilient businesses and grow more food.

Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.

You can support the appeal by posting on social media. Please tag Farm Africa as follows:

Twitter and Facebook: @FarmAfrica

Instagram: @farm\_africa

Linked In: @Farm Africa

Appeal hashtags: #EndHungerGrowFarming #EndHunger #GrowFarming

**Appeal webpage:** [www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

All the assets can be downloaded from:

<https://farmafrica.resourcespace.com/?c=2276&k=4886518283>

## How to access your images and text

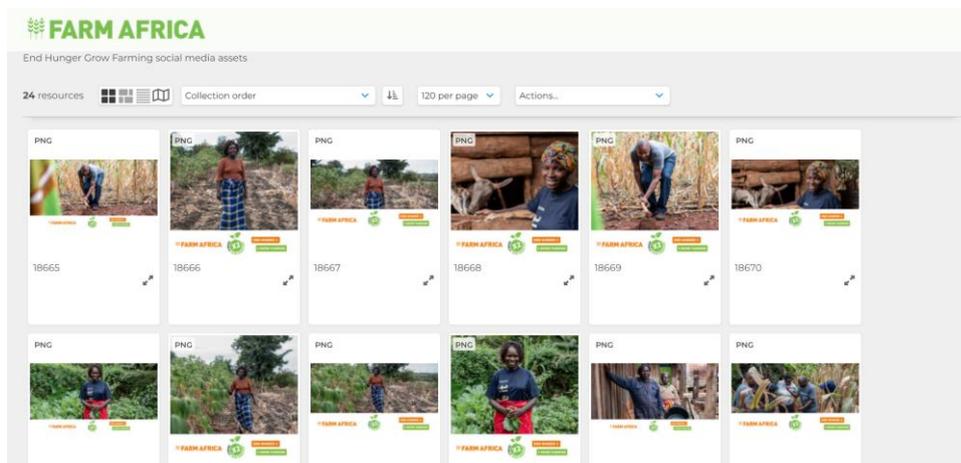
When you click on this link, you will be taken to ResourceSpace, our central image system. You can download all the images [here](#), as well as copy and paste the accompanying text. Here's a simple guide on how to access images and copy and paste text quickly and easily.

### Step one

Click on this link: <https://farmafrica.resourcespace.com/?c=2276&k=4886518283>

You will be taken to a private collection in ResourceSpace called **End Hunger Grow Farming social media assets**.

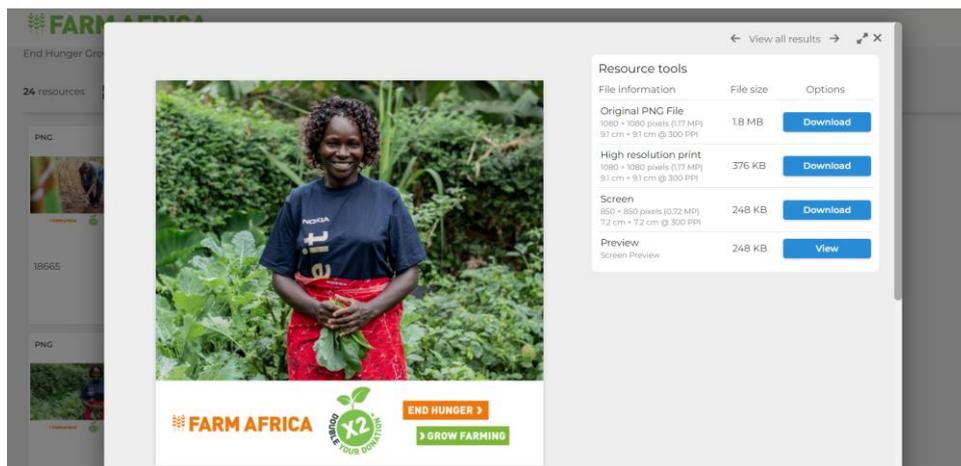
There are two versions of each image: a square version for Instagram and a wider version for Twitter, Facebook and LinkedIn.



### Step two: downloading an image

To download an image, all you need to do is scroll down and click Download as shown here.

Make sure you download 'Original PNG image' to ensure the best quality!



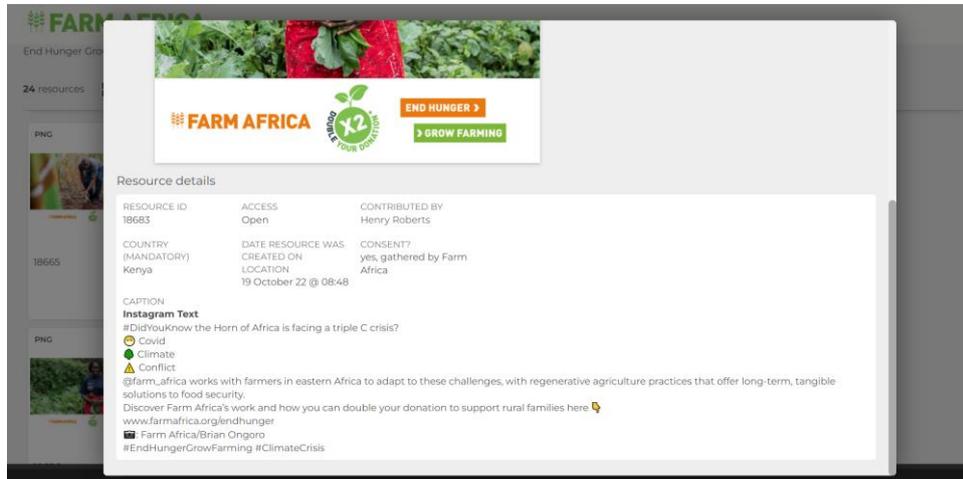
### Step three: copying text.

If you scroll down underneath each image, you'll notice some text in the caption.

This text is the copy to accompany the image on social media.

Each is specific to each individual image, so you don't need to worry about matching wording to the right picture!

Simply copy the wording and paste into whichever social media platform you're using!



The screenshot shows a resource details page for Farm Africa. At the top, there is a banner image of red tomatoes with the Farm Africa logo, a 'x2' multiplier icon, and buttons for 'END HUNGER' and 'GROW FARMING'. Below the banner is a table of resource details:

RESOURCE ID	ACCESS	CONTRIBUTED BY
18665	Open	Henry Roberts
COUNTRY (MANDATORY)	DATE RESOURCE WAS CREATED ON	CONSENT?
Kenya	19 October 22 @ 08:48	yes, gathered by Farm Africa

Below the table is a 'CAPTION' section with the following text:

**Instagram Text**  
#DidYouKnow the Horn of Africa is facing a triple C crisis?  
🌱 Covid  
🌱 Climate  
🌱 Conflict  
@farm\_africa works with farmers in eastern Africa to adapt to these challenges, with regenerative agriculture practices that offer long-term, tangible solutions to food security.  
Discover Farm Africa's work and how you can double your donation to support rural families here 📄  
[www.farmafrica.org/lendhunger](http://www.farmafrica.org/lendhunger)  
📍 Farm Africa/Brian Ongoro  
#EndHungerGrowFarming #ClimateCrisis

Date	Post	Graphic
<p>1. Any date</p>	<p><b>Twitter/Facebook/ LinkedIn</b>            £34 could pay for seeds for a two-acre farm in Kenya.</p> <p>Donate to @FarmAfrica to help #EndHungerGrowFarming in eastern Africa.            Thanks to a generous group of supporters, donations received by 31 December will be doubled, up to a total of £150,000.</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p><b>Instagram</b>            £34 could pay for seeds for a two-acre farm in Kenya.</p> <p>Donate to @farm_africa to help #EndHungerGrowFarming in eastern Africa.            Thanks to a generous group of supporters, donations received by 31 December will be doubled, up to a total of £150,000.</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>📷: Farm Africa/Brian Ongoro</p> <p>#farmafrica #endlunger #growfarming #charity #socialgood #impact #sdg2</p>	<p>(no graphic needed on Twitter, Facebook and LinkedIn as a social card should load automatically)</p>   
<p>2. Any date</p>	<p><b>Twitter/Facebook/ LinkedIn</b>            Hunger is rising in eastern Africa. Donate to @FarmAfrica to help farmers regenerate their land, build climate-resilient businesses and grow more food.</p> <p>Gifts received by 31 Dec will be doubled, up to a total of £150,000.  <a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a>            #EndHungerGrowFarming</p> <p><b>Instagram</b></p> <p>Hunger is rising in eastern Africa. Donate to @Farm_Africa to help farmers</p>	<p>(no graphic needed on Twitter, Facebook and LinkedIn as a social card should load automatically)</p>

	<p>regenerate their land, build climate-resilient businesses and grow more food.</p> <p>Gifts received by 31 December will be doubled, up to a total of £150,000.  <a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a>                  #EndHungerGrowFarming</p> <p>: Farm Africa/Brian Ongoro</p> <p>#farmafrica #endlunger #growfarming                  #charity #socialgood #impact #sdg2</p>	 
<p>3. Any date</p>	<p><b>Twitter</b>                  "What Farm Africa has taught us about using regenerative agriculture has been very helpful ... Even if it does not rain for weeks, the plant will still have water."</p> <p>You can help @FarmAfrica support farmers like Juliet to                  #EndHungerGrowFarming </p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p><b>Instagram</b>                  "What Farm Africa has taught us about using regenerative agriculture has been very helpful, given our challenging circumstances. The two most important techniques that we have been taught are manuring and mulching... Even if it does not rain for weeks, the plant will still have water."                  Juliet, Embu, Kenya.</p> <p>You can help @farm_africa support farmers like Juliet to                  #EndHungerGrowFarming</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>: Farm Africa/Brian Ongoro                  #EndHunger #GrowFarming                  #farmafrica #regenerativeagriculture</p> <p><b>Facebook</b>                  "What Farm Africa has taught us about using regenerative agriculture has</p>	   

been very helpful, given our challenging circumstances. The two most important techniques that we have been taught are manuring and mulching... Even if it does not rain for weeks, the plant will still have water."

You can help @FarmAfrica support farmers like Juliet to #EndHungerGrowFarming



[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

**LinkedIn**

"What Farm Africa has taught us about using regenerative agriculture has been very helpful, given our challenging circumstances. The two most important techniques that we have been taught are manuring and mulching. Applying manure helps the plant become strong and mulching reduces water evaporation from the soil surface. Even if it does not rain for weeks, the plant will still have water."

You can help @FarmAfrica support farmers like Juliet to #EndHungerGrowFarming

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

4. Any date

**Twitter**

“Food security is a big issue in the area for farmers who cannot afford fertilisers now.” Patrick, Farm Africa project coordinator, Embu, Kenya. Donate to @FarmAfrica to support farmers to #EndHungerGrowFarming. Donations doubled until 31 December  [www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

**Instagram**

“We use our training plots to teach how to fertilise crops sustainably and return nutrients to the soil, and techniques to increase microbial health that lock in the carbon and nitrogen plants rely on.”

Donate to @farm\_africa to support farmers to #EndHungerGrowFarming. Donations doubled until 31 December 

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro  
#EndHungerGrowFarming #EndHunger #GrowFarming #FarmAfrica #charity #agriculture

**Facebook**

“We use our training plots to teach how to fertilise crops sustainably and return nutrients to the soil, and techniques to increase microbial health that lock in the carbon and nitrogen plants rely on.”

Farm Africa’s Patrick Nyaga on how #regenerativeagriculture can help increase yields and #EndHunger in Kenya.

Donate to @FarmAfrica to support farmers to #EndHungerGrowFarming. Donations doubled until 31 December  [www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

#EndHungerGrowFarming



	<p>: Farm Africa/Brian Ongoro</p> <p><b>LinkedIn</b></p> <p>“We use our training plots to teach how to fertilise crops sustainably and return nutrients to the soil, and techniques to increase microbial health that lock in the carbon and nitrogen plants rely on.”</p> <p>Farm Africa’s Patrick Nyaga on how #regenerativeagriculture can help increase yields and #EndHunger in Kenya.</p> <p>Donate to @FarmAfrica to support farmers to #EndHungerGrowFarming. Donations doubled until 31 December</p> <p><a href="http://www.farmafrica.org/endhunger">www.farmafrica.org/endhunger</a></p> <p>#EndHungerGrowFarming</p> <p>Photo: Farm Africa/Brian Ongoro</p>	
<p>5. Any date</p>	<p><b>Twitter</b></p> <p>#DidYouKnow the Horn of Africa is facing a triple C crisis?</p> <p> Covid</p> <p> Climate</p> <p> Conflict</p> <p>Donate to @FarmAfrica to help farmers in E Africa adapt to these challenges with regenerative agriculture practices that provide #foodsecurity.</p> <p><a href="http://www.farmafrica.org/endhunger">www.farmafrica.org/endhunger</a></p> <p>#EndHunger</p> <p><b>Facebook</b></p> <p>#DidYouKnow the Horn of Africa is facing a triple C crisis?</p> <p> Covid</p> <p> Climate</p> <p> Conflict</p> <p>@FarmAfrica works with farmers in eastern Africa to adapt to these</p>	 

challenges, with regenerative agriculture practices that offer long-term, tangible solutions to food security.

Discover Farm Africa’s work and how you can double your donation to support rural families here 

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

#EndHungerGrowFarming  
#ClimateCrisis

**Instagram**

#DidYouKnow the Horn of Africa is facing a triple C crisis?

-  Covid
-  Climate
-  Conflict

@farm\_africa works with farmers in eastern Africa to adapt to these challenges, with regenerative agriculture practices that offer long-term, tangible solutions to food security.

Discover Farm Africa’s work and how you can double your donation to support rural families here 

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

#EndHungerGrowFarming  
#ClimateCrisis

**LinkedIn**

#DidYouKnow the Horn of Africa is facing a triple C crisis?

- Covid
- Climate
- Conflict

@Farm Africa works with farmers in eastern Africa to adapt to these challenges, with regenerative agriculture practices that offer long-term, tangible solutions to food security.

Discover Farm Africa’s work and how you can double your donation to support rural families here:



	<p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>Photos: Farm Africa/Brian Ongoro</p> <p>#EndHungerGrowFarming #ClimateCrisis</p>	
<p>6. Any date</p>	<p>Record your own video about why you're supporting the appeal. Here is some suggested wording or feel free to come up with your own.</p> <p><b>Example 1</b> "£34 could pay for seeds for a two-acre farm in Kenya.</p> <p>Farm Africa's End Hunger Grow Farming appeal will help farmers in eastern Africa regenerate their land, build climate-resilient businesses and grow more food.</p> <p>Thanks to a generous group of supporters, donations received by 31 December will be doubled, up to a total of £150,000. Donate today at <a href="http://www.farmafrica.org">www.farmafrica.org</a>"</p> <p><b>Example 2</b> "Hunger is rising in eastern Africa as the climate crisis, conflict and Covid shocks cause widespread threats to lives and livelihoods.</p> <p>If you give to Farm Africa's End Hunger Grow Farming appeal by 31 December, your gift will be doubled, meaning twice the impact. Donate online at <a href="http://www.farmafrica.org">www.farmafrica.org</a>"</p> <p><b>Example 3</b> "I'm supporting Farm Africa's End Hunger Grow Farming appeal because...&lt;enter your own reason&gt;"</p>	

7. w/c 7  
Nov  
onwards

**Twitter**

Kenya's food basket is nearly empty.

#Climate shocks mean farmers can hardly grow enough to feed their own families, let alone sell.

Donate to @FarmAfrica to helps farmers in eastern Africa produce healthy harvests, even when rains don't come.  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger) #COP27

**Facebook**

Kenya's food basket is nearly empty. Extreme weather means farmers can hardly grow enough food to feed their own families, let alone sell. Malnutrition is on the rise.

With Loss and Damage on the agenda at COP27, we must look to regenerative agriculture practices that can help farmers build long-term resilience to climate change.

Donate to @FarmAfrica to helps farmers in eastern Africa produce healthy harvests, even when rains don't come.

  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

#EndHungerGrowFarming #COP27  
#LossAndDamage #ClimateChange  
#ClimateCrisis

**Instagram**

Kenya's food basket is nearly empty. Extreme weather means farmers can hardly grow enough food to feed their own families, let alone sell. Malnutrition is on the rise.

With Loss and Damage on the agenda at COP27, we must look to regenerative agriculture practices that can help farmers build long-term resilience to climate change.





Donate to @farm\_africa to helps farmers in eastern Africa produce healthy harvests, even when rains don't come.



[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

#EndHungerGrowFarming #COP27  
#LossAndDamage #ClimateChange  
#ClimateCrisis

### **LinkedIn**

Kenya's food basket is nearly empty. Extreme weather means farmers can hardly grow enough food to feed their own families, let alone sell. Malnutrition is on the rise.

With Loss and Damage on the agenda at COP 27, we must look to regenerative agriculture practices that can help farmers build long-term resilience to climate change.

Donate to @Farm Africa to helps farmers in eastern Africa produce healthy harvests, even when rains don't come.

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

Photo: Farm Africa/Brian Ongoro

#EndHungerGrowFarming #COP27  
#LossAndDamage #ClimateChange  
#ClimateCrisis

8. w/c 7  
Nov  
onwards

**Twitter**

Five ways @FarmAfrica is helping farmers replenish the food basket in eastern Africa:

-  Nitrogen
-  Manure
-  Water conservation
-  Inter-cropping
-  Business skills

Donate today to help  
#EndHungerGrowFarming

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

**Instagram**

5 ways #regenerativeagriculture can help farmers grow food this #COP27? 📍

-  Nitrogen
-  Manure
-  Water
-  Inter-cropping
-  Training

Donate to @farm\_africa today to help  
#EndHungerGrowFarming

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

**Facebook**

5 ways #regenerativeagriculture can help farmers grow food this #COP27? 📍

-  Nitrogen
-  Manure
-  Water
-  Inter-cropping
-  Training



 **FARM AFRICA**  **END HUNGER** 



 **FARM AFRICA**  **END HUNGER** 

	<p>Donate to @FarmAfrica today to help #EndHungerGrowFarming</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>: Farm Africa/Brian Ongoro</p> <p><b>LinkedIn</b></p> <p>5 ways #regenerativeagriculture can help farmers grow food this #COP27?</p> <ol style="list-style-type: none"> <li>1. Nitrogen</li> <li>2. Manure</li> <li>3. Water</li> <li>4. Inter-cropping</li> <li>5. Training</li> </ol> <p>Donate to @Farm Africa today to help #EndHungerGrowFarming</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>Photo: Farm Africa/Brian Ongoro</p>	
<p>9. 15 Nov onwards</p>	<p><b>Twitter</b></p> <p>“Whatever the season, I always have food on my farm”</p> <p>Justus has been working with @FarmAfrica to ensure crops don’t fail, even if the weather does.</p> <p>Find out more and double your donation here </p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p><b>Facebook</b></p> <p>"Farm Africa have also taught me how to incorporate climate-smart soil and water conservation techniques into my farming practice, which I have been able to teach others too. Whatever the season, I always have food on my farm, which makes me different from other farmers around here. Nowadays, looking for markets to sell my produce has been quite easy. I rarely take my</p>	  <p>  </p> <p>  </p>

harvest to the market because people order them even before I harvest them.'

Justus has been working with @FarmAfrica to ensure crops don't fail, even if the weather does.

Support the appeal and see your donation doubled 🙌  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

[#EndHungerGrowFarming](#)

📷: Farm Africa/Brian Ongoro

### Instagram

"Farm Africa have also taught me how to incorporate climate-smart soil and water conservation techniques into my farming practice, which I have been able to teach others too. Whatever the season, I always have food on my farm, which makes me different from other farmers around here. Nowadays, looking for markets to sell my produce has been quite easy. I rarely take my harvest to the market because people order them even before I harvest them.'

Justus has been working with @farm\_africa to ensure crops don't fail, even if the weather does.

Support the appeal and see your donation doubled 🙌  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

[#EndHungerGrowFarming](#)

📷: Farm Africa/Brian Ongoro

### LinkedIn

"Farm Africa have also taught me how to incorporate climate-smart soil and water conservation techniques into my farming practice, which I have been able to teach others too. Whatever the

	<p>season, I always have food on my farm, which makes me different from other farmers around here. Nowadays, looking for markets to sell my produce has been quite easy. I rarely take my harvest to the market because people order them even before I harvest them.'</p> <p>Justus has been working with @Farm Africa to ensure crops don't fail, even if the weather does.</p> <p>Support the appeal and see your donation doubled.</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p><a href="https://twitter.com/EndHungerGrowFarming">#EndHungerGrowFarming</a></p> <p>Photo: Farm Africa/Brian Ongoro</p>	
<p>10. 29 Nov</p>	<p><b>Twitter</b> Parts of eastern Africa are on the brink of famine.</p> <p>This #GivingTuesday, make double the impact to help farmers survive this crisis by donating to @FarmAfrica and your donation will be matched 🙌</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p><a href="https://twitter.com/EndHungerGrowFarming">#EndHungerGrowFarming</a></p> <p><b>Facebook</b> Parts of Kenya are on the brink of famine.</p> <p>This Giving Tuesday, you can make double the impact to help build a climate-resilient future so no farmer has to face a crisis like this alone, by donating to @FarmAfrica and your donation will be matched*!</p> <p>Please donate today 🙌</p> <p><a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p>	

📷: Farm Africa/Brian Ongoro

\*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.

#EndHungerGrowFarming  
#GivingTuesday #ClimateCrisis

### Instagram

Parts of Kenya are on the brink of famine.

This Giving Tuesday, you can make double the impact to help build a climate-resilient future so no farmer has to face a crisis like this alone, by donating to @Farm\_Africa and your donation will be matched\*!

Please donate today 📍  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

📷: Farm Africa/Brian Ongoro

\*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.

#EndHungerGrowFarming  
#GivingTuesday #ClimateCrisis

### LinkedIn

Parts of Kenya are on the brink of famine.

This Giving Tuesday, you can make double the impact to help build a climate-resilient future so no farmer has to face a crisis like this alone, by donating to @Farm Africa and your donation will be matched\*!

Please donate today:  
[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

Photos: Farm Africa/Brian Ongoro



	<p>*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.</p> <p>#EndHungerGrowFarming #GivingTuesday #ClimateCrisis</p>	
<p>11. 15 Dec onwards</p>	<p><b>Twitter</b> There are only a few days left to double your donation to @FarmAfrica!</p> <p>Donations made before 31 December will be matched, so please donate today to make TWICE the impact to farmers and their food security in eastern Africa 👉 <a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>#EndHungerGrowFarming</p> <p><b>Facebook</b> There are only a few days left to double your donation to @FarmAfrica!</p> <p>A donation from you could help to reduce poverty and hunger for farmers across eastern Africa in the face of the changing climate, and all donations made to Farm Africa before 31 December will be matched*!</p> <p>Please donate today to make TWICE the impact to farmers and their food security 👉 <a href="http://www.farmafrica.org/endlunger">www.farmafrica.org/endlunger</a></p> <p>📷: Farm Africa/Brian Ongoro</p> <p>*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.</p> <p>#EndHungerGrowFarming</p> <p><b>Instagram</b> There are only a few days left to double your donation to @Farm_Africa!</p>	

A donation from you could help to reduce poverty and hunger for farmers across eastern Africa in the face of the changing climate, and all donations made to Farm Africa before 31 December will be matched\*!

Please donate today to make TWICE the impact to farmers and their food security



[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

: Farm Africa/Brian Ongoro

\*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.

#EndHungerGrowFarming

#### **LinkedIn**

There are only a few days left to double your donation to @Farm Africa!

A donation from you could help to reduce poverty and hunger for farmers across eastern Africa in the face of the changing climate, and all donations made to Farm Africa before 31 December will be matched\*!

Please donate today to make TWICE the impact to farmers and their food security:

[www.farmafrica.org/endlunger](http://www.farmafrica.org/endlunger)

Photo: Farm Africa/Brian Ongoro

\*Thanks to a generous group of Farm Africa supporters, donations received by 31 December 2022 will be doubled, up to a total of £150,000.

#EndHungerGrowFarming

**Questions or comments?**

Please contact:

Libby Plumb, Head of Communications, Farm Africa – [libbyp@farmafrica.org](mailto:libbyp@farmafrica.org) / +44 (0)20 7067 1237

Kerry Sloane, Digital Communications Officer, Farm Africa – [kerrys@farmafrica.org](mailto:kerrys@farmafrica.org) / + 44 (0)20 70671245