



SNAP Social Media Toolkit

This toolkit was designed to help you spread the word about SNAP!

By sharing information, content and critical resources on your social media platforms, you help raise awareness of SNAP in the Granite State - with the ultimate goal of increasing participation statewide.

This toolkit includes:

- Suggested social media post copy
- Graphics for Instagram, Facebook and Twitter, available in both English and Spanish; and
- How to request physical marketing materials, like rack cards and posters

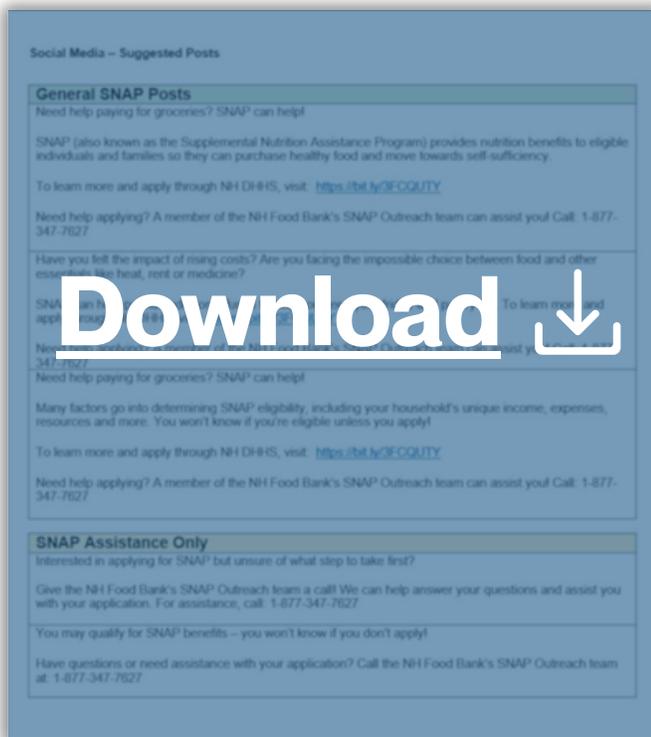


Social Media - Suggested Posts

Below you will find a link to suggested language for SNAP posts. Please tag the New Hampshire Food Bank and the Department of Health and Human Services (see below for social media handles) in your posts so we can engage with and help amplify the message!

Key Messaging (for informational purposes):

- SNAP can help eligible people buy the foods they want and need.
- Apply through NH DHHS online at: <https://dhhs.nh.gov/snap>
- If individuals have questions or need help applying, the NH Food Bank's SNAP Outreach team is available as a resource for application assistance at 1-877-347-7627.



The Department of Health and Human Services can be found on the following platforms:

[Facebook](#)



www.facebook.com/NHDepartmentofHealthandHumanServices

The New Hampshire Food Bank can be found on the following platforms:

[Facebook](#)



[@nhfoodbank](#)

[Twitter/X](#)



[@nhfb](#)

[LinkedIn](#)



New Hampshire Food Bank

[Instagram](#)



[@nh_food_bank](#)



Social Media - Graphics

These social media graphics allow you to add eye-catching, easily shareable imagery and important information that complements information in your posts.

Please do not alter these graphics.



Outreach Materials - Physical

Rack cards and posters are available by request. Each request is considered on an individual basis.

Requesting Outreach Materials

To request copies of the outreach materials below, please fill out the SNAP Outreach: Partner Interest Form by visiting: <https://nhfoodbank.org/snap-pif>

Poster - 18"x24"

SNAP/EBT
Learn the facts behind some common myths about the Supplemental Nutrition Assistance Program (SNAP).

Myths	The Facts
SNAP is only for families.	SNAP is for everyone who is eligible, regardless of household size.
Other people need SNAP more than I do.	There are enough benefits for everyone who is eligible. By receiving SNAP, you are not taking benefits away from others.
SNAP is only for people who can't or don't work.	Individuals may work and still have income low enough to be eligible for SNAP benefits.
If I only receive the minimum, so it's not worth applying.	The benefits you receive are determined on an individual basis. The only way to find out how much SNAP you could receive is to apply.

Learn more & apply: dhhs.nh.gov/snap
For SNAP Application Assistance, call the NH Food Bank at 1-877-347-7627

Rack Cards - 4"x9"

Need help paying for groceries?
¿Necesita ayuda para pagar por alimentos?

Need help paying for groceries?

SNAP can help!

Obtenga más información presente su solicitud a través de NH DHHS: dhhs.nh.gov/snap

Learn more and apply through NH DHHS: dhhs.nh.gov/snap

SNAP Myths and Facts
Learn the facts behind some common myths about the Supplemental Nutrition Assistance Program (SNAP).

MYTH: SNAP is only for families.
FACT: SNAP is for everyone who is eligible, regardless of household size.

MYTH: Other people need SNAP more than I do.
FACT: There are enough benefits for everyone who is eligible. By receiving SNAP, you are not taking benefits away from others.

MYTH: SNAP is only for people who can't or don't work.
FACT: Individuals may work and still have income low enough to be eligible for SNAP benefits.

MYTH: If I only receive the minimum, so it's not worth applying.
FACT: The amount of benefits you receive is determined on an individual basis. The only way to find out how much SNAP you could receive is to apply.

Need help applying?
Call the NH Food Bank at 1-877-347-7627
A member of NH Food Bank's SNAP Outreach team can assist you.

Rack cards available in English and Spanish



Please note: custom materials are not available at this time