

# Make the Wild Choice Social Media Campaign

October – November 2022

Campaign Launch Toolkit



MAKE THE  
**WILD  
CHOICE**

**#AskForAlaska**

# Make the Wild Choice Campaign Overview

This National Seafood Month, the Alaska Seafood Marketing Institute invites you to participate in the campaign launch promoting wild Alaska seafood. As an industry member, you are a valued partner in generating awareness and interest from consumers to choose Alaska seafood with your social media platforms.

## MAKE THE WILD CHOICE. #ASKFORALASKA SEAFOOD.

This toolkit is designed to provide you with messaging resources and image assets that you can use directly in your own social posts, as well as inspire you to add personal messages. Download assets [here](#).

Please contact [aheimbigner@alaskaseafood.org](mailto:aheimbigner@alaskaseafood.org) if you have any questions.

# Directions

Beginning October 19 at 8am AKDT, you can publish posts using the image graphics and suggested copy in this toolkit, create and publish your own images, or share Alaska Seafood's posts to your own social channels.

## POST

- Include messaging about why consumers should make the wild seafood choice and [#AskForAlaska](#).
- Tag Alaska Seafood's account ([@AlaskaSeafood](#) on [Facebook](#) and [@AlaskaSeafood](#) on [Instagram](#)) whenever you publish your posts so it's easy for us to engage with you!
- Download and share the ASMI-provided graphics from this toolkit; two suggested captions per post are included in this document to make sharing easy.

## FOLLOW & SHARE

- Engage with Alaska Seafood by commenting on our [Facebook](#) and [Instagram](#) posts.
- Repost Alaska Seafood's posts to your own social channels by using the share button on Facebook or sharing to Instagram stories.

# Key Messages

Below are the primary messages that we want consumers to know. Use these as inspiration for your own captions or feel free to copy and paste as written. We have additional example posts and images on the following pages.

## WILD

Wild-caught Alaska seafood is world-class seafood.

- Alaska seafood is always wild caught, offering consumers the best quality from responsibly managed fisheries. #AskForAlaska
- #AskForAlaska and you'll have wild seafood responsibly harvested under management practices designed to support the resiliency of the fish and the natural ecosystem.
- With sustainability as a top priority, Alaska serves as a worldwide leader and sets the gold standard for responsible management of wild-caught fish. #AskForAlaska

## TASTE

Alaska seafood is the best tasting, highest quality seafood that you can choose.

- Why should you #AskForAlaska? Simple: its rich flavor is unrivaled!
- A diverse diet and a natural environment give wild seafood from Alaska its quality texture and flavor. #AskForAlaska
- #AskForAlaska and you'll have endless possibilities for tasty meals that come together in minutes!
- Preparing a mouthwatering meal is quick and easy when you #AskForAlaska!

## NUTRITION

Alaska seafood is a healthy food choice.

- Wild Alaska seafood is a great source of protein and omega-3 fatty acids, making it a healthy choice for any meal of the day. #AskForAlaska
- When you #AskForAlaska seafood, you're making the nutritious and delicious choice, rich in vitamins like B12 and D, iron and other essential minerals.

## ORIGIN

The world's best seafood is harvested with care in Alaska.

- When you #AskForAlaska, you're supporting Alaska's fishing families and communities, who hand down sustainable fishing practices from generation to generation.
- Everyone in Alaska's seafood industry works hard to ensure the health and sustainability of fisheries, create thriving coastal communities and provide you the highest quality seafood. #AskForAlaska

# Timing

Use this toolkit to plan your social content. You can start to post once the campaign begins at 8am AKDT on October 19.

The #AskForAlaska sweepstakes will conclude on November 18, 2022, but you can continue to use other toolkit assets to share the “Make the Wild Choice” messages throughout the year.

## OCTOBER 12 - 18 (PRE-CAMPAIGN)

- [Download](#) this Make the Wild Choice toolkit and image assets.
- Create a plan for when you’ll publish your posts using the assets in this toolkit.
- Review your own images or select images from the [ASMI media library](#) (log-in required) and plan your post captions.

## OCTOBER 19 (CAMPAIGN LAUNCH)

- Schedule your first post using #AskForAlaska to publish any time after 8am AKDT on October 19.

## OCTOBER 20 - 21 (#ASKFORALASKA SWEEPSTAKES)

- Direct your followers to comment on @AlaskaSeafood’s sweepstakes post about why they choose wild Alaska seafood for a chance to win a trip for two to Alaska.
- Engage with your followers and tell them to follow @AlaskaSeafood.

## OCTOBER 24 - NOVEMBER 18 (SUSTAIN)

- Publish a post each week with messaging about why consumers should make the wild choice and #AskForAlaska.



# Example Posts: Wild Messaging

[Download image files](#)

## POST #1



The pristine waters along Alaska's 34,000 miles of rugged coastline provide your favorite delicious wild-caught seafood. Make the wild choice at your local grocery store, from your local restaurant or online retailer when you #AskforAlaska!

When you make the wild choice and #AskForAlaska, you are guaranteed to have seafood that is responsibly sourced, nutritious and delicious.

## POST #2



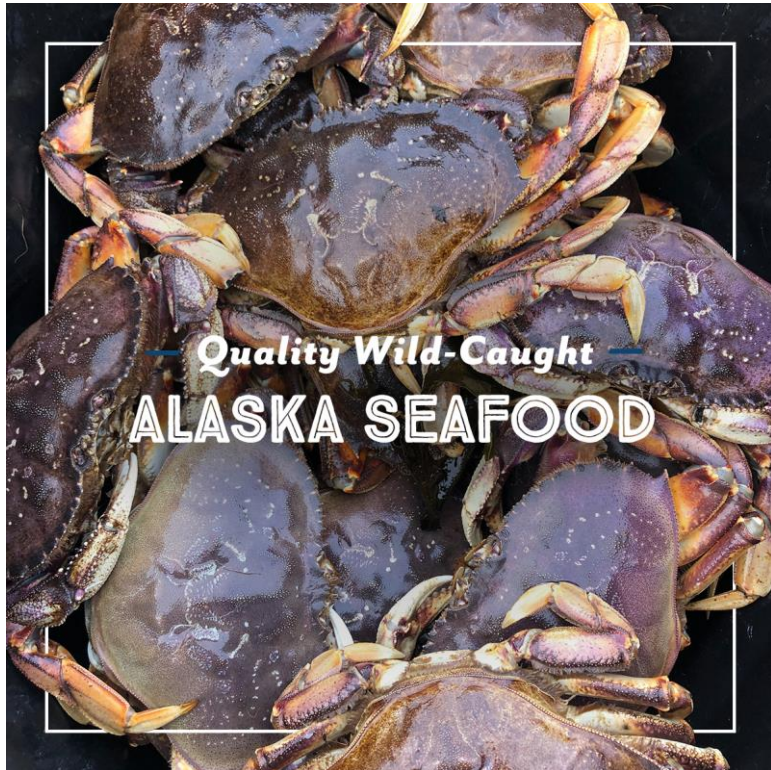
Our friends at @AlaskaSeafood are calling on all seafood lovers to make the wild choice when it comes to your seafood. Comment on @AlaskaSeafood's sweepstakes post and include why you #AskForAlaska for a chance to win the ultimate seafood prize: a trip for two to Alaska! NO PURCH NEC. Open to 50 US/DC 18+. Ends 11/18. Rules: [rules.dja.com/alaskaseafood](https://rules.dja.com/alaskaseafood)

Calling all seafood lovers: why do you make the wild choice? We choose wild seafood from Alaska because it's sustainable, flavorful and versatile! Share why you #AskForAlaska on @AlaskaSeafood's sweepstakes post for a chance to win a trip for two to Alaska! NO PURCH NEC. Open to 50 US/DC 18+. Ends 11/18. Rules: [rules.dja.com/alaskaseafood](https://rules.dja.com/alaskaseafood)

# Example Posts: Taste Messaging

[Download image files](#)

## POST #1



Pair quality wild Alaska seafood with your favorite flavor combinations to bake, sauté or grill your way to a delicious meal. Just [#AskForAlaska!](#)

For satisfying and healthy meals that come together in minutes be sure to [#AskForAlaska!](#)

## POST #2



From bold salmon to tender cod, wild Alaska seafood is full of flavor and the perfect choice for meals that will impress everyone at the dinner table. [#AskForAlaska](#)

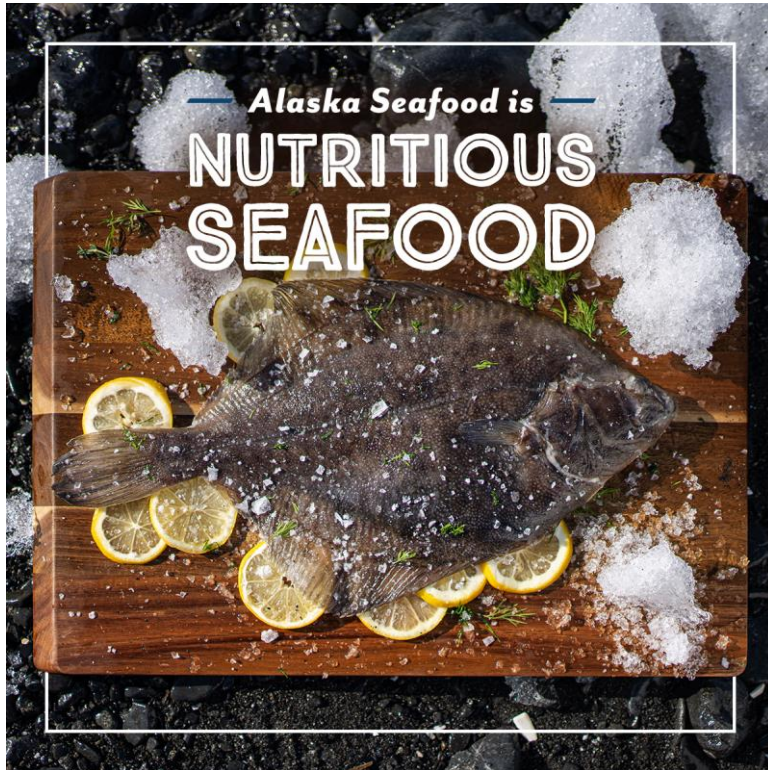
Wild Alaska seafood's rich flavor is just another reason to [#AskForAlaska.](#)



# Example Posts: Nutrition Messaging

[Download image files](#)

## POST #1



Wild Alaska seafood is versatile and full of protein, omega-3 fatty acids and essential vitamins, making it a healthy choice for people of all ages. #AskForAlaska

Packed with protein, essential nutrients and minerals, there are so many benefits to eating wild Alaska seafood. #AskForAlaska

## POST #2



Including wild seafood from Alaska in your diet boosts your immune system and helps keeps your body happy and healthy. #AskForAlaska

Making well-balanced, nutritious and flavorful meals is easy when you #AskForAlaska.



# Example Posts: Origin Messaging

[Download image files](#)

## POST #1



Wild Alaska seafood is America's choice. When you #AskForAlaska, you are supporting small, family-owned and operated American businesses.

Alaska's seafood industry provides our nation's largest source of wild domestic seafood. Alaska seafood is U.S. seafood. #AskForAlaska

## POST #2



From deck to dish, Alaska has set a golden standard for world-renowned, quality seafood. #AskForAlaska and you'll see what we mean.

There are so many reasons to #AskForAlaska and world-class quality is definitely one of them!

# Example Posts: Origin Messaging

[Download image files](#)

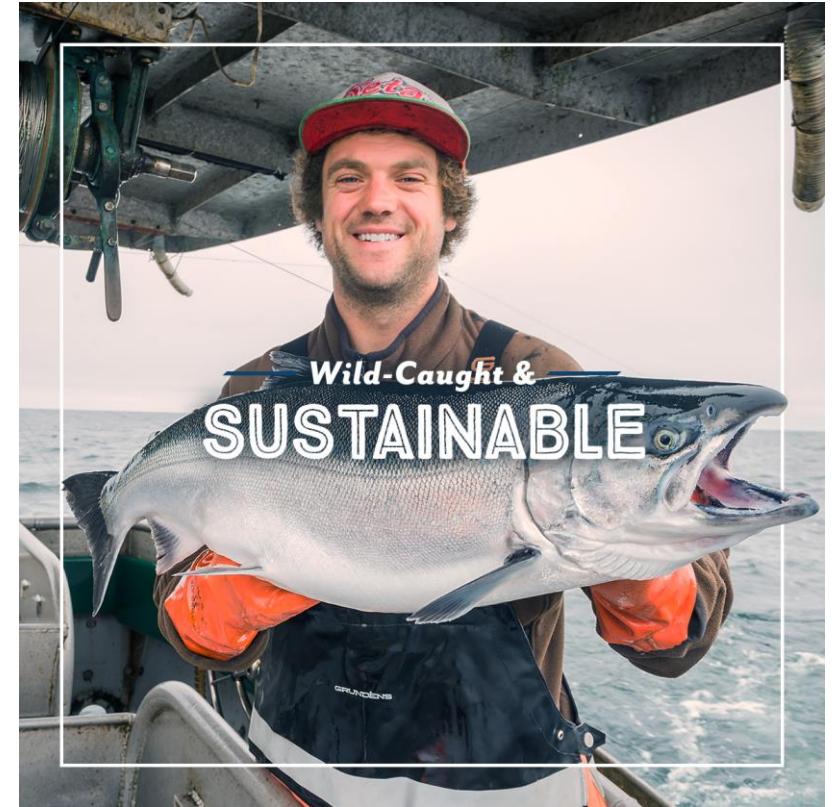
## POST #3



Alaska seafood is the best in the world. Choosing wild Alaska seafood supports an industry that prioritizes sustainability for the resiliency of all seafood species. #AskForAlaska

Sustainability is so important to Alaska it was written into the state constitution in 1959, making wild Alaska seafood the sustainable seafood choice. #AskForAlaska

## POST #4



#AskForAlaska and feel good knowing you're consuming sustainably harvested wild seafood from Alaska's pristine waters.

The Alaska seafood industry is committed to always providing you sustainably harvested wild seafood. #AskForAlaska



# Example Reels: Wild Messaging

[Download video file](#)

## **VIDEO #1: ALASKA'S WILD AND WONDERFUL SEAFOOD**

When you make the wild choice, you're buying high-quality, wild-caught Alaska seafood that's always sustainably harvested. #AskForAlaska

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With seafood options for everyone, Alaska's rich waters offer the best, wild seafood there is. #AskForAlaska





# Example Reels: Wild Messaging

[Download video file](#)

## VIDEO #2: THE WILD AND WONDERFUL WORLD OF ALASKA'S COMMERCIAL FISHERMEN

Commercial fishermen in Alaska use sustainable fishing practices to provide consumers across the globe the best quality seafood.

#AskForAlaska

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When you #AskForAlaska, you're supporting generations of commercial fishermen across the state of Alaska.



# Example Reels: Wild Messaging

[Download video file](#)

## VIDEO #3: THE WONDERS OF ALASKA'S WILD WATERS

Alaska's waters are beautiful, bountiful and sustain a way of life that feeds millions of people across the world. #AskForAlaska

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Making the wild choice means buying seafood responsibly harvested under management practices designed to support the resiliency of the fish and the surrounding natural ecosystem. #AskForAlaska

