



**Mmmake
your mark**

Your guide to

**SUPPORTING
THE CAMPAIGN
ON LINKEDIN**

Date for your diary:
Activity kicks off on
Wednesday 28 August!

1



HELP LAUNCH MMAKE YOUR MARK ON LINKEDIN!

Mmmake Your Mark will inspire the next generation of talent to envision their future in the UK's vibrant food and drink industry!

... **and we need your help!** Starting on 28 August 2024, we'll be spearheading a LinkedIn campaign to unite our sector and amplify our collective voices. This simple guide provides everything you need to get started.

Across the industry, we're asking all organisations to do four things:

- ✓ Follow the **Mmmake Your Mark LinkedIn page** from your corporate LinkedIn account.
- ✓ Take part in our **Thunderclap Moment on Wednesday 28 August** by sharing a launch post on your corporate channels – you'll find copy and instructions on page 3.
- ✓ Help your **senior leaders to post their own videos** – we've provided easy guidance on page 4.
- ✓ **Encourage your workforce to take part!** We've created a simple guide for you to share internally on page 5 – and don't forget to get creative to motivate your workforce!

Campaign Hashtag:

#MMAKEYOURMARK

Secondary Hashtags:

#RECRUITMENT
#FOODANDDRINKCAREERS
#WORKWITHUS

WHY LINKEDIN?

LinkedIn is the perfect platform for us to get started – it is already the 'go to' platform for recruitment and has a unique ability to foster conversation and inclusivity among people of all generations and career levels. Its popularity as a corporate channel will also make it easier for both companies and individuals to take part.

... but don't forget to tap into TikTok and Instagram too! We've crafted some user-friendly assets to help you bring the campaign to life across these channels too – download the full campaign guide to find out more.

If you need any help, contact:
mmmakeyourmark@igd.com

TAKE PART IN OUR THUNDERCLAP MOMENT

Mmmake Your Mark has been built by – and for – the whole of the UK's food and drink industry. Together, we have a huge following on LinkedIn – and we're going to harness that support to launch the campaign with a 'thunderclap' moment!

What is a thunderclap? Coordinating a LinkedIn launch post which will amplify our message using the power of our social media followers!

Here's how:

- Use the template copy below to craft your own post – get creative! Feel free to personalise and include information about your own organisation.
- Post this from your corporate account on **Wednesday 28 August**.
- Share our campaign video alongside your post.
- Please remember to like and respond to any comments and engagement on the post to keep up momentum!

Template post:



Mmmake Your Mark

Promoting the UK's food & drink industry

11hr · 🌐



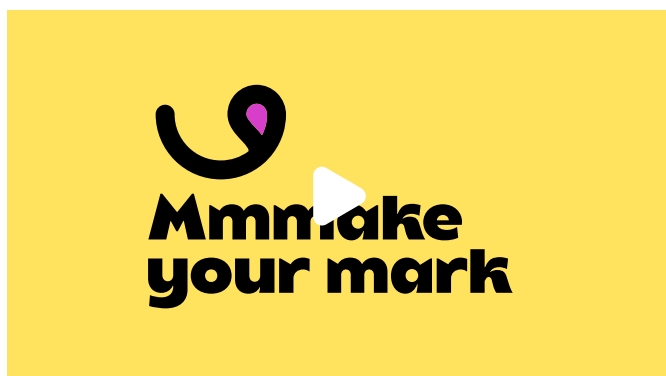
🚀 **Want to be part of a buzzing industry where 4 million people across the UK are already making a difference every day? ✨**

From farm to fork, science to sizzle, and tech to taste – the food and drink industry offers opportunities that are as diverse as they are exciting. 🍴

At [Company Name], we're proud to support [Mmmake Your Mark – tag on LinkedIn] – a collective initiative celebrating why the food and drink industry is so vibrant and inspiring. 🎉

👤 Watch our video below to see how the food and drink industry can shape your future – a place where you can discover your purpose, find new possibilities, and progress in your career. Plus, find out more about careers with [Your Company Name] by heading over to our website!

#MmmakeYourMark #Recruitment #FoodAndDrinkCareers #WorkWithUs



Don't forget to upload the campaign video to share with your post

Need more inspiration?
Download the full campaign guide to check out the campaign key messages and stats.



**Mmmake
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LEAD THE WAY: RECORD YOUR VIDEO FOR THE #MMMAKEYOURMARK CAMPAIGN ON LINKEDIN

To get Mmmake Your Mark off to a strong start, we'll be spearheading a LinkedIn campaign throughout September to amplify our collective voices. Engaging a wide range of senior leaders from across the industry will add important credibility, influence, and visibility to this work.

That's why we're asking leaders from across the industry to record their own short videos to get the conversation going - drawing on our three campaign themes (1) purpose, (2) possibilities and (3) progress.

HERE IS WHAT WE'D LIKE YOU TO DO



Step one: recording your video:

- Please make sure you're recording in landscape, in a quiet place.
- Short videos work best - 30 seconds to 1.5 mins is perfect!
- Start by introducing yourself in a friendly and informal way.
- Then answer the two questions below - we've provided prompts to help you!

Question 1: Why do you love being part of the UK Food and Drink industry?

Prompts:

- **Purpose:** reflect on the impact you're able to have - for example, how your company contributes to feeding the nation, fighting climate change, or boosting the UK's economy.
- **Possibilities:** think about the range of roles and experience in your company - can you give some examples of unexpected, exciting or unusual roles?

Question 2: What message would you like to share with someone considering a career in the food and drink industry?

Prompts:

- **Progression:** share something about your journey - what do you wish you knew when you set out?
- What inspired you to join the food and drink industry?



Step two: edit your video – this is optional!

- We've prepared Mmmake Your Mark branded video introductions, questions on screen and an end card if you'd like to use them! These can be downloaded as part of the campaign toolkit.
- If you'd like help editing the video, please contact us at mmmakeyourmark@igd.com



Step Three: post your video

- Post the video to either your own personal LinkedIn or your corporate channel (or both - your preference!).
- Use the below template to craft your post – feel free to be creative!

Template post:



Your Profile

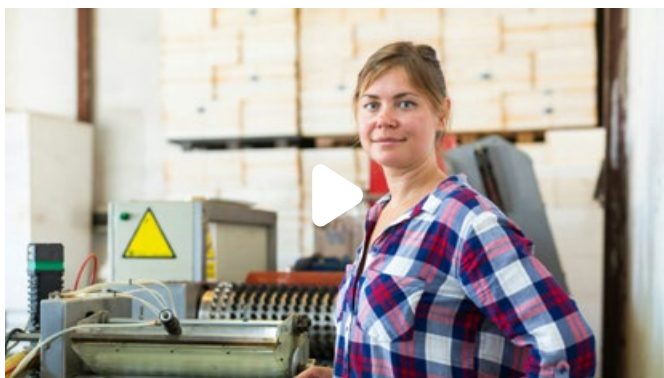
Senior Leader in the Food and Drink Industry
11hr ·



Through my career in the food and drink industry, I've found my passion and purpose. I'm excited to support Mmmake Your Mark [tag on LinkedIn] by sharing why our sector inspires me - by feeding the nation and driving innovation and sustainability. This exciting, collective campaign will be highlighting why careers in food and drink is so vibrant and inspiring 🎉

I'm proud to be part of this ever-evolving industry and I will always encourage the next generation to join us and #MmmakeYourMark! Find out more by watching my video below.

#Mmmake Your Mark #Recruitment #Careers #WorkWithUs



**PLEASE
POST
DURING
SEPTEMBER
2024**

Remember, we'd love our leaders to engage with posts from across the workforce by liking, commenting, and sharing their stories!



**Mmmake
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Get Involved with Mmmake Your Mark: A guide to doing your own LinkedIn post!

The 'Mmmake Your Mark' campaign unites the UK's food and drink industry to showcase why it's such a vibrant place to work. **And we need your help!**

To get Mmmake Your Mark off to a strong start, we'll be spearheading a LinkedIn campaign throughout September to amplify our collective voices. So whether you're discovering your purpose, embracing possibilities, or progressing in your career, we want you to share your story on LinkedIn!

Follow these five easy steps:

1. Use the guide below to draft your post – personalise this as much as you'd like!
2. Post it to your personal LinkedIn account using #MmmakeYourMark
3. Attach a professional photo or video of yourself or an image relevant to your story (e.g., working in your role, at an industry event, etc.)
4. You can also use the 'Mmmake your mark' brand to make your post more colourful
5. Don't forget to tag our Mmmake Your Mark LinkedIn account, and your employer's account too!



Feeling creative? Why not record your post as a selfie video?



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Crafting your post

The Mmmake Your Mark campaign has three themes – (1) purpose, (2) possibilities and (3) progression. We'd like you to choose one, two or all three of these themes and tell us why they make UK food and drink a great place to work.

Follow the chart to
create your unique post 

POST INTRODUCTION:

★ As part of the tasty new #MmmakeYourMark campaign, I'm sharing my story ★
I love working in the food and drink industry because...



THEME 1:

PURPOSE

It's a career which was helped me discover my passion and purpose!

- what inspired you to start your journey in the industry?
- what impact can you make through your work?

THEME 2:

POSSIBILITIES

It's exciting to be working in a varied industry where anything is possible!

- what is unique about your job?
- how have you driven innovation?

THEME 3:

PROGRESSION

I've been able to progress through my career!

- where did you start your career?
- what have been your personal milestones, growth & learning opportunities?



POST CLOSING:

I'm proud to be part of this amazing sector, and I encourage everyone to consider a career in food and drink.

Campaign hashtags: #MmmakeYourMark #Careers #WorkWithUs

Has someone in the industry inspired you in your career? Tag them in your post to let them know and encourage them to take part!



**Mmmake
your mark**

Template post



Your Profile

I love working in the Food and Drink industry
11hr · 🌐



I've worked in the UK food and drink industry for 9 years ✨ Here's my story (and how you can make the sector work for you, too) 👉

I love working in this fantastic industry because...

- 🍏 I've always been passionate about sustainability, health and wellbeing.
- 🍏 I've seen incredible innovations in technology that make it easier to eat healthy foods.
- 🍏 It's an exciting place where new skills and fresh perspectives are always welcome.

From my start as a food technician to my current role as a product development manager, I've experienced incredible growth and learning. My proudest moment was leading a project that significantly improved the nutrition content in one of our bestselling snacks! My journey proves that in this industry, there's NO limit to what can be achieved.

I'm proud to be part of this amazing sector, and I really encourage everyone to consider a career in food and drink...you won't regret it.

P.S. If you're one of my food and drink colleagues, make a post like this to let us know what you love about your career - don't forget to tag me and use #MmmakeYourMark!

#MmmakeYourMark #Careers #WorkWithUs



**YOUR
IMAGE
HERE**



**PLEASE
POST
DURING
SEPTEMBER
2024**