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BEYOND MEAT

**Top Performing Content
Buckets Q2 2021**

Food & Beverage

The top content buckets for the Plant-Based Food & Beverage industry in Q2 2021 on Twitter are as follows:



01

Run Contests



Create engagement by hosting brand giveaways and contests to give back to your community.

02

Brand Humour



Explore your image by building humour-based content that gives your audience a better idea of your brand.

03

Social Justice



Speak on notable moments in history, current events and social justice initiatives to show people where your team is aligned culturally.

Best Practices



Image & Link Posts



Highlight the competition clearly in your description.



Include bright and eye-catching imagery to attract viewers to participate.

Opportunities



Create merch that winners can rep your brand with.



Show your audience you want to give back to them through different forms of engagement.



Spread your reach by ensuring that people share your post in order to enter the contest.

How to Apply

Take time to understand your audience and what would incentivize them to enter a contest and share your posts.

- Minor Figures created their own merch that they gave away as an interactive contest prize with a tie-dye kit.
- Chobani created a giveaway for \$75K that users could enter on their site.
- Amy's Kitchen ran a contest for their product and hosted the giveaway in-app.



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Best Practices



Image & Reply Posts



Find opportunities to build humour in your posts.



Use gifs and imagery to help take a basic tweet to a relatable and funny one.

Opportunities



Tap into references that show your audience what you're paying attention to.



Use mentions from other users to reply with funny commentary.



Mention other accounts to build an unexpected narrative.

How to Apply

Find ways to incorporate humour into your posts to give the Twitter community a better sense of who you are. Since Twitter is so niche, you shouldn't expect your followers on this platform to necessarily follow you on all other platforms and automatically know what you are about.

Since Twitter is a personality-based platform, building funny, re-tweetable content is a great way to spread your name and reach.



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Best Practices



Image & Carousel Posts



Touch on important moments in history to show users you're engaged.



Use informed and respectful captions to demonstrate your values in alignment with your post.

Opportunities



Show your audience that you are beyond just pushing product.



Reach value-based customers who are looking for more thoughtful content.



Build a calendar that allows you to stay consistent when supporting social justice holidays and initiatives.

How to Apply

Look for broader applications of social justice that you can use your platform to shed a light on. Sharing these tweets shows your alignment but also can educate others who will be more attuned to your content.

Below are three examples of how different brands showed support for Black History Month and MLK Day. Each company has maintained their core branding while showing support and raising awareness in a tasteful way.



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