



Families
in Motion

Families in Motion

**STATE SEASONAL
MARKETING CALENDAR**

Q2 2017 APRIL - JUNE



PURPOSE

This document serves as a resource for States to leverage, customize and publish Beef Checkoff consumer content under the “Families in Motion” platform.

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GUIDELINES FOR WRITING FACEBOOK POSTS

- Be conversational, keeping overall tone of voice of the “Families in Motion” campaign in mind
- Speak to our target audience (active, millennial parents) and what beef can bring to them: e.g., quick and easy, nutritious family meals
- Highlight beef’s nutritional benefits and/or one-of-a-kind taste whenever possible and relevant
- Link directly to pertinent information, whether it’s a recipe collection, video or cooking tip
- Engage audience with questions when appropriate
- Reference specific beef products and dishes whenever possible (ex. steaks, roasts, burgers, etc.)
 - Specific cut names (ex. Chuck Roast, Sirloin Steak, etc.) should always be capitalized
 - More general cut categories (ex. steak, ground beef and roasts) do not require capitalization

Character Counts

- For single posts, try to keep post copy under 250 characters
- For carousel ads, post copy should be 90 characters or less, headline (below image) 30 or less, and link description/subhead 25 or less

2017 CREATIVE CONTENT CALENDAR

Q2

April - June

Themes:

- Seasonal Ingredients/Farmers Market
- Grilling
- Snacks for Kids
- Mother's Day
- Graduation/School's Out
- Father's Day
- Stir-Frying
- Holiday Cookouts
- Backyard Burgers

Assets:

- 1 Demo Toolkit
- 2 Banner Ads
- 2 Pinterest Pins
- 5 GIFs
- 6 Printed Pieces
- 7 Radio Spots
- 9 Facebook Posts
- 12 "Other" Resources
- 13 Videos
- 17 Recipe Collections to Highlight
- 27 Media Pitches
- 35 Recipes to Highlight



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Q2 2017: APRIL - JUNE

Seasonal Ingredient Pairings/Farmers Market Finds

Focus on fresh dishes featuring spring produce.

[Download Seasonal Ingredients assets on The Wrangler](#)

FACEBOOK POST

Seasonal Ingredients

Inspiration for post copy:

- With spring comes an abundance of fresh, seasonal ingredients, so let's urge our audience to take advantage of that
- Highlight steak salads as an opportunity to use these seasonal ingredients—while also being customizable, nutritious and simple to prepare
- Can call out region-specific ingredients to incorporate into steak salads

Post copy character count:

250 characters or less is suggested

Drives to:

[Video: "Satisfying Salads"](#)



[Download Seasonal Ingredients GIF on The Wrangler](#)

[Download Seasonal Ingredients social posts on The Wrangler](#)



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BANNER AD

Seasonal Ingredients

Head/Sub:

SPRING'S FRESHEST FINDS

Make the most of seasonal flavors with satisfying salads the whole family will love.

CTA:

GET STEAK SALAD RECIPES >>

Drives to:

Meal Type: Salads

BEEF
IT'S WHAT'S FOR DINNER

GET STEAK SALAD RECIPES >

Spring's Freshest Finds

Make the most of seasonal flavors with satisfying salads the whole family will love.

Funded by the Beef Checkoff

[Download Seasonal Ingredients OLA on The Wrangler](#)

[Download Seasonal Ingredients assets on The Wrangler](#)

RECIPES TO HIGHLIGHT

Seasonal Ingredients

Recipes:

- [Burger on a Salad Four Ways](#)
- [Grilled Steak & Vegetable Salad](#)
- [Pepper Steak Salad with Mango, Avocado & Jalapeno Vinaigrette](#)

Recipe Collections:

- [Meal Types: Salads](#)



ADDITIONAL CONTENT

Seasonal Ingredients

MEDIA PITCHES

- [Fresh, Seasonal Must-Try Recipes You'll Love This Spring](#)
- [How to Perfectly Pair Beef with the Freshest Produce](#)
- [Not Your Average Salad: 4 Fresh Recipes \(with Beef!\) for the Spring](#)

VIDEOS

- [Matt Robinson's Spring Rolls \(Tastemade\)](#)
- [Satisfying Salads](#)
- [Make-Ahead Flank Steak for Salad, Sandwiches & More \(Food52\)](#)

OTHER RESOURCES

- [Salad Meal Solutions Landing Page](#)
- [Flavor in Season Influencer Landing Page](#)
- [Steak & Heirloom Tomato Salad Cooking Demo Toolkit](#)
- [The Steak Salad Our Co-Founder Loves To Make With Her Kids \(Food52 Post\)](#)



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Q2 2017: APRIL - JUNE

Grilling

Focus on grilling techniques.

Download Grilling assets on The Wrangler

FACEBOOK POST

Grilling Season

Inspiration for post copy:

- Spring is the unofficial start to grilling season, and beef plays a big part in this—so let's get people excited
- This cooking method is also a surefire way to bring out beef's one-of-a-kind flavor
- Let readers know that we've got all the recipe inspiration they need for grilling season

Post copy character count:

250 characters or less is suggested

Drives to:

[Cooking Method: Grilling](#)

[Download Grilling social assets on The Wrangler](#)



[Download Grilling GIF on The Wrangler](#)



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BANNER AD

Grilling Inspiration

Head/Sub:

GET SET TO SIZZLE

Start grilling season off right—with the undeniable flavor of beef.

CTA:

GET STEAK GRILLING RECIPES & MORE >>

Drives to:

[Cooking Method: Grill](#)



GET STEAK GRILLING RECIPES & MORE >

Get Set to Sizzle

Start grilling season off right—with the undeniable flavor of beef.

Funded by the Beef Checkoff

[Download Grilling OLA on The Wrangler](#)

[Download Grilling assets on The Wrangler](#)

RECIPES TO HIGHLIGHT

Grilling

Recipes to Highlight:

- [Caribbean Ribeye Steaks with Grilled Pineapple Salsa](#)
- [Herb & Mustard Marinade](#)
- [Lemon-Pepper Rub](#)
- [Southwest Marinated Beef Steak with Grilled Peppers](#)
- [Tender Pepper-Rubbed Strip Steaks with Grilled Vegetables](#)

Recipe Collections to Highlight:

- [Cooking Method: Grill](#)
- [Meal Type: Rubs & Marinades](#)



ADDITIONAL CONTENT

Grilling

MEDIA PITCHES

- [6 Flavorful Takes on America's Favorite Lean Beef Grilling Cuts](#)
- [Grilling Resources at Your Fingertips](#)
- [How to Be a Lean, Mean Grilling Machine This Summer](#)
- [Safe & Healthy Grilling Tips](#)
- [Simple Ways to Boost Flavor with Rubs & Marinades](#)

PRINTED COLLATERAL

- [3 Simple Steps to Grilling Infographic](#)
- [Healthy Grilling Fact Sheet](#)
- Summer Grilling Brochure

VIDEOS

- [Flank Steak with 3 Sauces \(Food52\)](#)
- [One Pan Meal on the Grill \(Food52\)](#)
- [Tools of the Trade for a Perfect Steak \(Food52\)](#)
- [Stress-Free Grilling](#)

RADIO

- [Grillathon \(15s\)](#)
- [Grilliance \(15s\)](#)
- [Grilliance \(25s\)](#)
- [That Steak \(25s\)](#)
- [That Steak \(45s\)](#)

OTHER RESOURCES

- [Burger Meal Solutions Landing Page](#)
- [The Perfect Flank Steak is Easy – And So Are These Three Sauces \(Food52 Post\)](#)
- [Thrill of the Grill Influencers Landing Page](#)



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Q2 2017: APRIL - JUNE

Snacks for Kids/Fitness

Feature kid-friendly recipes and active kids.

[Download Snacks for Kids/Fitness assets on The Wrangler](#)

FACEBOOK POST

Snacks for Kids/Fitness

Inspiration for post copy:

- When the weather gets warmer, kids tend to get more active outside
- Parents are looking for quick and nutritious snacks to help kids feel satiated on the go
- This is a great opportunity to highlight the protein power of beef as a quick and easy solution

Post copy character count:

250 characters or less is suggested

Copy on Image:

TASTY AFTERNOON PICK-ME-UPS

Drives to:

[Collection: "Kid-Friendly Fare" Recipes](#)



Funded by the Beef Checkoff

[Download Snacks for Kids/Fitness social posts on The Wrangler](#)

RECIPES TO HIGHLIGHT

Snacks for Kids/Fitness

Recipes to Highlight:

- [Hoisin BBQ Steak On-A-Stick with Pineapple Salsa](#)
- [Personal Beef Pizzas](#)
- [Sweet Hawaiian Mini Burgers](#)

Recipe Collections to Highlight:

- [Collection: Best. School. Lunch. EVER!](#)
- [Collection: Kid-Friendly Fare](#)
- [Meal Type: Kid-Friendly](#)





ADDITIONAL CONTENT

Snacks for Kids/Fitness

MEDIA PITCHES

- [7 Nutritious Beef Recipes Your Kids Will Love!](#)
- [Cooking for Kids](#)
- [Simplify Your Weeknights with These Family Favorite Beef Recipes](#)

RADIO

- [Picky Eaters \(25s\)](#)
- [Picky Eaters \(45s\)](#)

VIDEOS

- [Pizza with a Purpose](#)
- [Matt Robinson's Beef & Broccoli Pizza \(Tastemade\)](#)
- [Matt Robinson's Beef Spring Rolls \(Tastemade\)](#)

OTHER RESOURCES

- [Family Mealtimes Landing Page](#)



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Mother's Day

Lifestyle imagery; hitting on everyday success, emotional importance of beef to families.

[Download Mother's Day assets on The Wrangler](#)

FACEBOOK POST

Mother's Day

Inspiration for post copy:

- Traditionally, breakfast meals have been associated with Mother's Day
- Let's use this opportunity to treat Mom to a home-cooked beef breakfast—using Food52's "3 Classic Beef Breakfasts—Reimagined" video as inspiration
 - Mention Food52 partnership; tag "@Food52" to leverage their audience base
- Make sure to hit on the emotional angle of making Mom feel loved on her special day

Post copy character count:

250 characters or less is suggested

Drives to:

[Food52 Video: 3 Classic Beef Breakfasts—Reimagined](#)

File Asset:

Post as YouTube link of "3 Classic Beef Breakfasts—Reimagined"



[Download Mother's Day social posts on The Wrangler](#)

RECIPES TO HIGHLIGHT

Mother's Day

Recipes to Highlight:

- [Country Beef Breakfast Sausage & Goat Cheese Egg Bake with Hash Brown Crust](#)
- [Make-Ahead Beef Strata](#)
- [Spicy Beef Chorizo Breakfast Strata](#)

Recipe Collections to Highlight:

- [Collection: Beefy Breakfasts](#)
- [Meal Type: Breakfast & Brunch](#)





ADDITIONAL CONTENT

Mother's Day

MEDIA PITCHES

- [Classic Recipe Twists for Mother's Day](#)
- [Powerful Moms Need Powerful Protein](#)

VIDEOS

- [3 Classic Beef Breakfasts – Reimagined \(Food52\)](#)

OTHER RESOURCES

- [How Chefs Across the U.S. Are Reimagining Classic Beef Breakfasts \(Food52 Post\)](#)



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Graduation/School's Out

Feature lifestyle imagery of family entertaining guests.

[Download Graduation/School's Out assets on The Wrangler](#)

FACEBOOK POST

Graduation/School's Out

Inspiration for post copy:

- School gets out in May/June, which also means graduation for some kids; either way, it gives families a big reason to celebrate
- Highlight our recipe collection for easy, crowd-pleasing ideas to entertain friends and family during this milestone

Post copy character count:

250 characters or less is suggested

Copy on Image:

MEALS FOR THE MILESTONES

Drives to:

[Meal Type: Entertaining](#)



Funded by the Beef Checkoff

RECIPES TO HIGHLIGHT

Graduation/School's Out

Recipes to Highlight:

- [Greek Beef Steak & Hummus Plate](#)
- [Grilled Salsa Appetizer](#)
- [Two-Bite Burgers](#)

Recipe Collections to Highlight:

- [Cooking Method: Grill](#)
- [Meal Type: Appetizers](#)
- [Meal Type: Entertaining](#)





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ADDITIONAL CONTENT

Graduation/School's Out

MEDIA PITCHES

- [Almost No Cook Meals for Hot Summer Days](#)

OTHER RESOURCES

- [Entertaining Made Easy Influencer Landing Page](#)



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Father's Day

Beef on the grill, lifestyle copy focus

[Download Father's Day assets on The Wrangler](#)

FACEBOOK POST

Father's Day

Inspiration for post copy:

- Fathers have long been associated with loving steaks and grilling
- Having the right grilling tools allows Dad to make perfectly-cooked steaks at home, anytime
- Showcase Food52's "5 Essential Tools for Cooking Steak at Home" for great Father's Day gift ideas
 - Mention Food52 partnership; tag "@Food52" to leverage their audience base

Post copy character count:

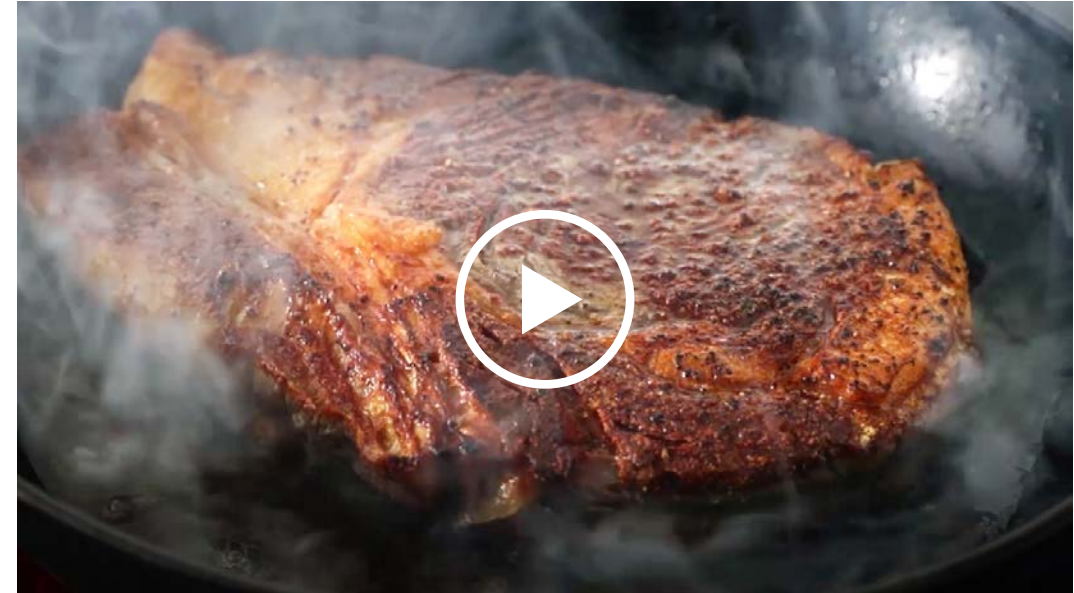
250 characters or less is suggested

Drives to:

[Food52 Video: "5 Essential Tools For Cooking Steak at Home"](#)

File Asset:

Post as YouTube link of "5 Essential Tools for Cooking Steak at Home"



[Download Father's Day social posts on The Wrangler](#)

RECIPES TO HIGHLIGHT

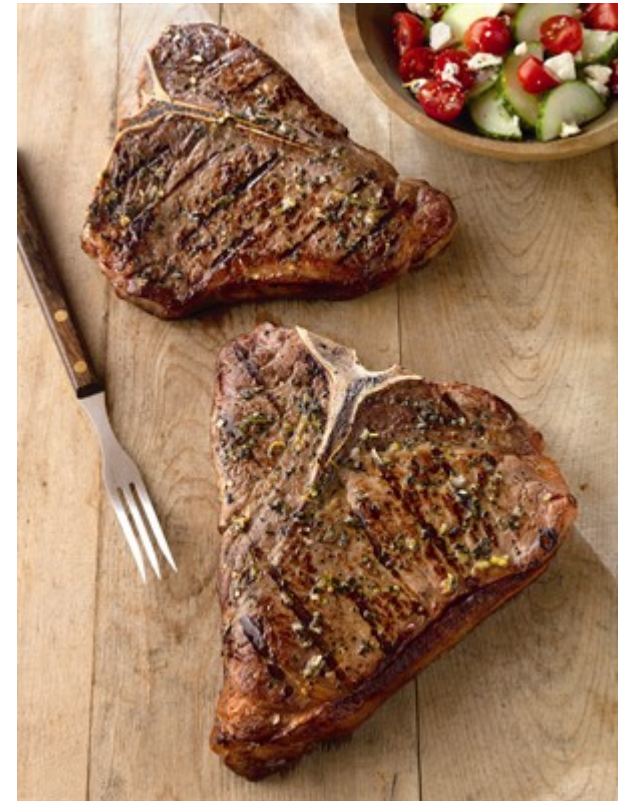
Father's Day

Recipes to Highlight:

- [Caramelized Onion Sauce](#)
- [Greek-Seasoned T-Bone Steaks with Cucumber & Tomato Salad](#)
- [Ribeye Steaks with Blue Cheese Butter & Mushrooms](#)
- [Simple Southwest Marinade](#)

Recipe Collections to Highlight:

- [Cooking Method: Grill](#)
- [Cuts: Steaks](#)
- [Meal Type: Rubs & Marinades](#)
- [Meal Types: Sauces](#)





ADDITIONAL CONTENT

Father's Day

MEDIA PITCHES

- [Father's Day](#)
- [Man Food for Father's Day](#)

OTHER RESOURCES

- [The Perfect Flank Steak is Easy – and So Are These 3 Sauces \(Food52 Post\)](#)
- [Thrill o the Grill Influencer Landing Page](#)

VIDEOS

- [Flank Steak with 3 Sauces \(Food52\)](#)
- [One Pan Meal on the Grill \(Food52\)](#)
- [Tools of the Trade for a Perfect Steak \(Food52\)](#)
- [Stress-Free Grilling](#)

PRINTED COLLATERAL

- [3 Simple Steps to Grilling Infographic](#)
- [Healthy Grilling Fact Sheet](#)



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Stir-Fry

Fresh is in season! Stir-fry is a great way to take advantage of spring's finest ingredients—and also makes for a nutritious one-and-done meal.

[Download Stir-Fry assets on The Wrangler](#)

FACEBOOK POST

Stir-Fry

Inspiration for post copy:

- Stir-fry is a great way to take advantage of fresh, seasonal ingredients
 - Region-specific vegetables can be highlighted here
- Stir-frying also makes a quick “one-and-done” meal for busy parents, as well as a nutritious, well-balanced meal for kids
- Can call out certain cuts, like Top Sirloin, as being ideal for stir-frying

Post copy character count:

250 characters or less is suggested

Drives to:

[Video: “Stir-Fry for Small Fries”](#)



[Download Stir-Fry GIF on The Wrangler](#)

[Download more Stir-Fry social posts on The Wrangler](#)

RECIPES TO HIGHLIGHT

Stir-Fry

Recipes to Highlight:

- [Beef Stir-Fry with Couscous](#)
- [Szechuan Beef Stir-Fry](#)
- [Tangy Beef Stir-Fry](#)

Recipe Collections to Highlight:

- [Cooking Method: Stir-Fry](#)





ADDITIONAL CONTENT

Stir-Fry

MEDIA PITCHES

- [Stir-Fry Your Way Into a New Season](#)
- [The Best Beef Stir-Fries to Try This Summer](#)
- [Stir-Fry 101](#)

OTHER RESOURCES

- [Stir-Fry Meal Solutions Landing Page](#)

VIDEOS

- [Stir-Fry for Small Fries](#)

PRINTED COLLATERAL

- [3 Simple Steps to Stir-Frying Infographic](#)



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Holiday Cookouts

Celebrate the long weekend in a most delicious way. Make your backyard get-together a memorable one.

Download Holiday Cookout assets on The Wrangler

FACEBOOK POST

Holiday Cookouts

Inspiration for post copy:

- Long holiday weekends call for festive cookouts—and beef on the grill
- Perfectly-portioned kabobs are an easy, crowd-pleasing idea for entertaining
- Play up emotional angle and beef's role in making your celebratory backyard get-together memorable

Post copy character count:

250 characters or less is suggested

Copy on Image:

LONG WEEKENDS ARE MADE TO SAVOR

Drives to:

[Meal Type: Kabobs](#)



Funded by the Beef Checkoff

[Download Holiday Cookout social assets on The Wrangler](#)

PINTEREST PIN

Holiday Cookouts

Copy on Image:

FESTIVE BACKYARD GET-TOGETHERS

Nothing beats celebrating the long weekend with friends and family. And when beef is on the grill, that sizzle will get heads nodding and people talking.

- SPICY PORTUGUESE BEEF STEAK KABOBS
- MINI BURGER BUFFET
- GRILLED SOUTHWESTERN STEAK AND COLORFUL VEGETABLES

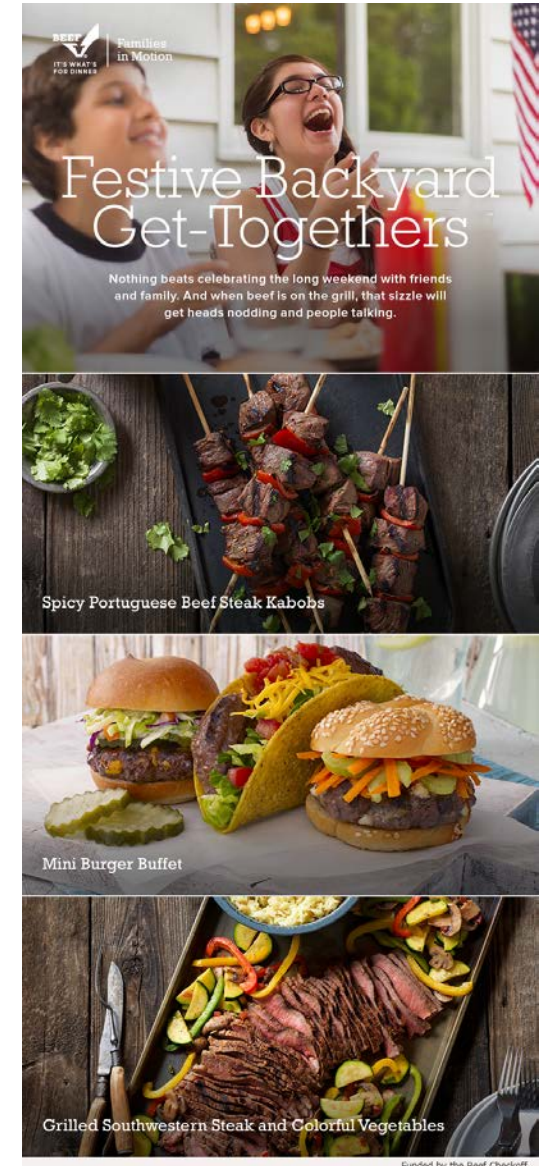
Pin Description:

Fire up the grill! From mouthwatering burgers to perfectly-portioned kabobs, these delectable backyard favorites are guaranteed to be a hit with guests of all ages. For inspiration, check out our entire grilling recipe collection.

Drives to:

[Cooking Method: Grill](#)

[Download Holiday Cookout social posts on The Wrangler](#)



[Download Holiday Cookout Pin on The Wrangler](#)

RECIPES TO HIGHLIGHT

Holiday Cookouts

Recipes to Highlight:

- [Spicy Portuguese Beef Steak Kabobs](#)
- [Mini Burger Buffet](#)
- [Grilled Southwestern Steak & Colorful Vegetables](#)
- [Citrus-Marinated Beef & Fruit Kabobs](#)
- [Asian Grilled Beef Ribs](#)
- [Spicy Beef Back Ribs](#)

Recipe Collections to Highlight:

- [Cooking Method: Grill](#)
- [Cuts: Steaks](#)
- [Meal Type: Appetizers](#)
- [Meal Type: Barbecue](#)
- [Meal Type: Entertaining](#)
- [Meal Type: Kabobs](#)





ADDITIONAL CONTENT

Holiday Cookouts

MEDIA PITCHES

- [6 Flavorful Takes on America's Favorite Lean Beef Grilling Cuts](#)
- [Be the Star of Your Backyard Cookout](#)
- [Four Steaks for Your Grill Out](#)
- [Thrill of the Grill](#)

OTHER RESOURCES

- [Burger Meal Solutions Landing Page](#)
- [The Perfect Flank Steak is Easy – and So Are These 3 Sauces \(Food52 Post\)](#)
- [Thrill of the Grill Influencer Landing Page](#)

VIDEOS

- [Flank Steak with 3 Sauces \(Food52\)](#)
- [One Pan Meal on the Grill \(Food52\)](#)
- [Tools of the Trade for a Perfect Steak \(Food52\)](#)
- [Stress-Free Grilling](#)

RADIO

- [Grillathon \(15s\)](#)
- [Grilliance \(15s\)](#)
- [Grilliance \(25s\)](#)
- [That Steak \(25s\)](#)
- [That Steak \(45s\)](#)

PRINTED COLLATERAL

- [3 Simple Steps to Grilling Infographic](#)
- [Healthy Grilling Fact Sheet](#)



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Q2 2017: APRIL - JUNE

Backyard Burgers

Whether you're planning a festive get-together or a simple family dinner in the backyard, you can never go wrong with a juicy, delicious burger.

[Download Backyard Burger assets on The Wrangler](#)

FACEBOOK POST

Backyard Burgers

Inspiration for post copy:

- As summer approaches, people are grilling out more—whether it's a for a simple family dinner or a more festive get-together
- Burgers make the perfect cookout food, for being both a tasty crowd-pleaser and simple to prepare
- Can also suggest customizing and boosting nutrition by topping them off with seasonal ingredients

Post copy character count:

250 characters or less is suggested

Drives to:

[Cooking Method: Grill + Cut: Ground Beef](#)



[Download Backyard Burger GIF on The Wrangler](#)

[Download Backyard Burgers social assets on The Wrangler](#)

PINTEREST PIN

Burgers

Copy on Image:

BACKYARD BURGERS

There are few things in life more satisfying than the taste of a grilled burger. Dress it up with the season's freshest ingredients for an extra nutritious take on a much-loved classic.

- WESTERN BURGERS
- CAROLINA BARBECUE BURGERS
- CARIBBEAN BEEF BURGERS WITH MANGO SALSA

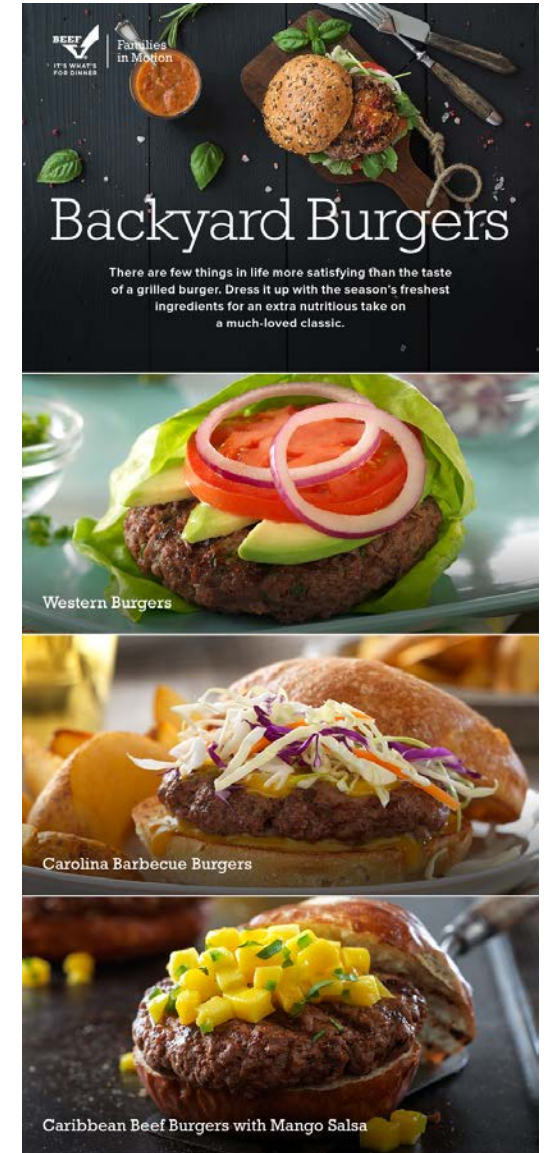
Pin Description:

Whether you're planning a festive get-together or a simple family dinner in the backyard, you can never go wrong with a juicy, delicious burger—and we've got a recipe to please every palate.

Drives to:

[Cooking Method: Grill + Cut: Ground Beef](#)

[Download Backyard Burgers social assets on The Wrangler](#)



[Download Backyard Burger Pin on The Wrangler](#)

RECIPES TO HIGHLIGHT

Backyard Burgers

Recipes to Highlight:

- [Beef & Black Bean Burgers](#)
- [Beef & Mushroom Burgers](#)
- [Caribbean Beef Burgers with Mango Salsa](#)
- [Carolina Barbecue Burgers](#)
- [Western Burgers](#)

Recipe Collections to Highlight:

- [Cooking Method: Grill + Cut: Ground Beef](#)
- [Keyword: Burger](#)





ADDITIONAL CONTENT

Backyard Burgers

MEDIA PITCHES

- [Burger Month \(May\)](#)
- [Forgot to Thaw Ground Beef? No Problem!](#)
- [Modern Take on a Classic: Burgers](#)
- [Reach “Burgermaster” Status This Grilling Season](#)
- [Take a U.S. Burger Tour Without Leaving Your Kitchen](#)

OTHER RESOURCES

- [All Things Ground Beef Landing Page](#)
- [Burger Meal Solutions Landing Page](#)
- [Thrill of the Grill Influencer Landing Page](#)

VIDEOS

- [Easy Lean Beef Burgers](#)
- [How to Thaw Ground Beef](#)

RADIO

- [Grillathon \(15s\)](#)
- [Grilliance \(15s\)](#)
- [Grilliance \(25s\)](#)

PRINTED COLLATERAL

- [3 Simple Steps to Grilling Infographic](#)
- [Healthy Grilling Fact Sheet](#)
- [How to Thaw Ground Beef Infographic](#)