



Flavorful Insight
Marketing Communications & PR

Social Media


We Engage Online Influencers with Our
Public Education Campaigns



SOY INSPIRED

 **HIGHER IN
PROTEIN
& QUALITY**
than all other legumes.

REDUCES
the risk of developing
**BREAST &
PROSTATE
CANCER.** 

Provides  **HEART-HEALTHY**
fat and one of the few good sources
of both **ESSENTIAL FATTY ACIDS.**

For more information: thesoyfoodscouncil.com | [#soyinspired](https://twitter.com/soyinspired)

Social Media

We Help You Build Community and Buzz



Become a #SoyInspired blogger and social media influencer!

How? Choose from one or more of the following:

- **BLOG:** Write a #SoyInspired post on your blog (November Infographic talking points on pages 3 and 4)
- **VIDEO:** Make a video on why and how you use soy OR a video of you making a soy-based recipe! Share on Instagram, YouTube and/or your blog
- **PINTEREST:** Pin from the soyfoodsconcil.com/soyinspired site
- **TWEET:** Share our infographics w/ your followers
- **GOOGLE+:** Host a #SoyInspired Live, on-air Google Hangout! We can provide soy experts, chefs and authors as guests.

#SoyInspired FAQ

1. Why launch a #SoyInspired campaign?

We are inspired by the nutritional powerhouse, and versatile, soybean! The #SoyInspired campaign is a **public education effort** designed to put out solid, factual information on the soybean and to share simple ways to incorporate healthy soyfoods into you, and your readers and followers, diet.

2. What are #SoyInspired bloggers asked to do?

Each month we will issue two new infographics – nutrition facts and “how-to” – and we encourage you to share them with your readers. This is a great way to engage and educate readers with new content on your blog touting the benefits of soy and to share tips on how to cook and prepare meals with it. Consider using the “how-to” messaging to create and share your own recipes!

3. What are #SoyInspired social media influencers expected to do?

Same as above, just to do it via your preferred social media outlet!

4. How will my involvement be recognized?

- We will share your blog posts or social media activity about the campaign via our social media.
- We list you as a member of the #SoyInspired community (link to your blog).
- You are top priority to review new soy products (coupons or products).

5. Is there financial compensation?

The Soyfoods Council and the Soy for Life Foundation are nonprofit organizations and this is a nutrition information and educational campaign; therefore, there is no financial compensation. We will, however, recognize your participation as outlined above!

Are you in?

Email us at soyinspired@thesoyfoodsconcil.com and we'll add you to our official #SoyInspired blogger and social media influencer list!



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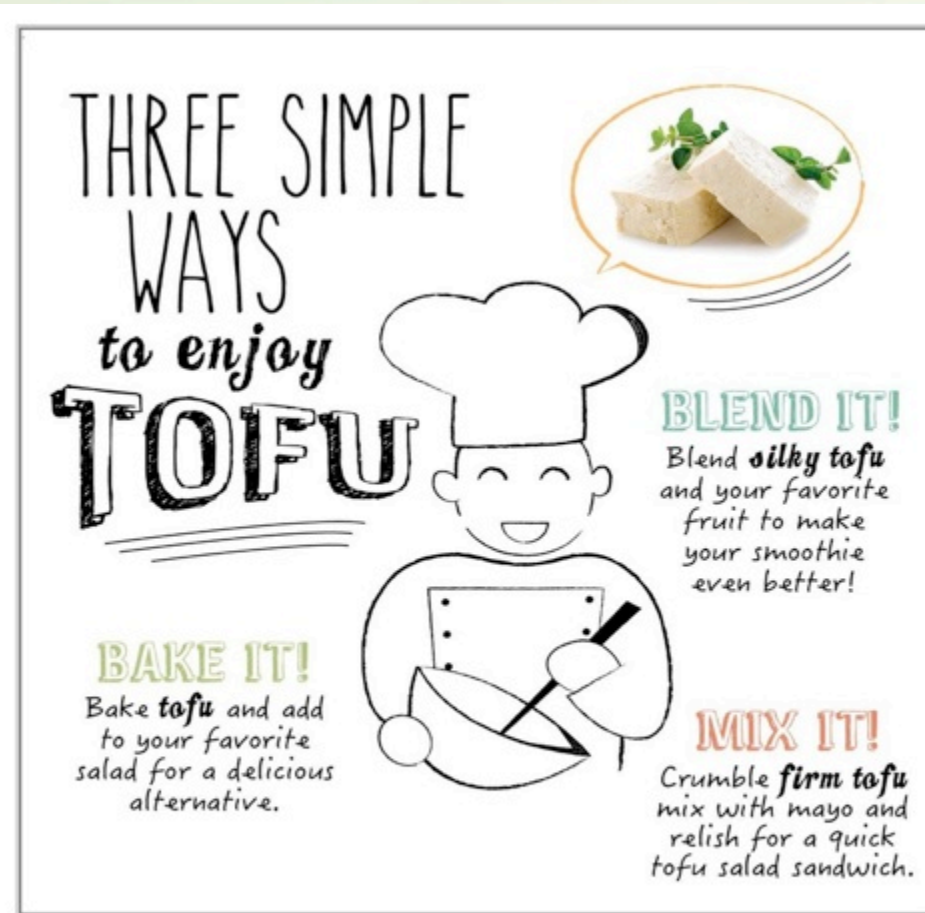
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We Create Infographics for Online Influencers to Share



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Social Media

Our Facebook Competitions Engage Consumers

**WIN A
\$200
VISA CARD!**



SOY RECIPE REDO CONTEST

1. Create an original soy recipe by taking your favorite recipe and using soy to make it healthier
2. Submit your recipe and a photo
3. The recipe creator with the most votes will win!

*For more information: thesoyfoodscouncil.com
#SoyInspired #SoyRecipeRedo*

[View entries](#)[Submit an entry](#)[Winners](#)[About this contest](#)

At The Soyfoods Council we are #SoyInspired by the nutritional powerhouse, and versatile, soybean! We share simple ways to incorporate healthy soyfoods into your and now we want your recipe ideas! WHAT IS A SOY RECIPE REDO? It's taking a favorite recipe and using lean, high-protein soy to make it healthier! (Need ideas on soyfoods? Check out thesoyfoodscouncil.com.) HOW DOES THIS WORK? Simply submit your original Soy Recipe Redo and you are entered to win a \$200 VISA Gift Card! Share it with your friends to encourage them to vote for your entry because the recipe with the most votes wins! Be sure to post a photo of your recipe on The Soyfoods Council timeline! PLEASE NOTE: All entries under consideration for the grand prize MUST include a recipe that uses soyfoods. HOW DO I WIN? Once you've submitted your recipe share it with your friends to encourage them to vote for your entry. All entries must be received by Tuesday, March 11, 2014 by midnight. The entry with the most votes at the end of the contest wins a \$200 VISA Gift Card!



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Our Ideas Bring it All Together Successfully by Creating Content, Telling Your Story and Engaging the Online Community

Storytelling
Uniqueness
Creativity
Collaboration
Engagement
Sustainable Initiatives
Social Media

