

# IMPOSSIBLE™ FOODS SOCIAL MEDIA GUIDELINES

Thanks for joining the Impossible™ movement. Together, we're building a dynamic social community with an appetite for changing the world, one delicious bite at a time — smart, subversive, open-minded and boldly optimistic about the future. To help get us there, we've created some quick tips how to talk about the Impossible brand and burger.



## SOCIAL MEDIA 101

1. **Take a great photo, video, boomerang (or other).** People love seeing the pink cross section of the Impossible Burger. Ketchup dripping off the side. A big juicy bite. Remember to:
  - a. Use natural lighting
  - b. Avoid using flash
  - c. Try overhead shots when dealing with non-burger items
  - d. Stay away from front-facing downward angles
  - e. Increase image contrast, saturation and sharpness
2. **Leverage the almighty hashtag.** We have over 40K posts using #impossibleburger. The more people who use this hashtag, the more likely people will know you're serving Impossible Burger.

### OUR HANDLES & HASHTAGS:

IG: @Impossible\_Foods  
 FB: @ImpossibleFoods  
 TW: @ImpossibleFoods  
 LI: @Impossible Foods  
 #impossibleburger  
 #impossiblefoods

3. **Talk to us!** We love seeing posts from our restaurant partners. We also love reposting them. Be sure to tag us, so we can make the burger-romance real on social.

DO's	DON'Ts
<ul style="list-style-type: none"> <li>• <b>Focus on TASTE:</b> You don't need us to tell you — taste comes first when it comes to food. Impossible Burger is no different.</li> <li>• <b>Use the tagline:</b> The Impossible Burger “tastes, cooks, and smells like meat...but is made from plants!” Our studies have shown that this line drives the highest level of purchase consideration.</li> <li>• <b>Share your positive impact:</b> Impossible Burger requires 87% fewer greenhouse gas emissions, 74% less water, and 95% less land than beef from cows. In other words, choosing just one quarter-lb Impossible Burger (instead of one from cows) saves the equivalent of an 18 mile drive in a car, a 10 minute shower, and 75 sq ft of land.</li> <li>• <b>Use the Impossible logo:</b> You're welcome to use co-branded materials. Reach out, and we're happy to get you the right files.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Avoid “vegan” or “vegetarian” as a description:</b> This is a big one! We made Impossible specifically for meat-eaters, and calling it vegan or vegetarian misses the point. We recommend using phrases like “meat made from plants” or “plant-based.”</li> <li>• <b>Avoid terms like “lab grown” or “fake meat.”</b> The Impossible Burger is meat made directly from plants, using proteins and nutrients from common plant sources.</li> <li>• <b>Don't speak negatively about other brands.</b> Anyone that's doing their part to positively change the world is part of this movement, and that includes you! We applaud and support other brands who share our mission.</li> <li>• <b>Don't meat-shame.</b> Meat is delicious, and we're not here to take it away — we're here to make it better. And it starts with taking one or two big, juicy bites.</li> </ul>