

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"> • Focus on TASTE: You don't need us to tell you — taste comes first when it comes to food. Impossible Burger is no different. • Use the tagline: 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. • Share your positive impact: 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. • Use the Impossible logo: You're welcome to use co-branded materials. Reach out, and we're happy to get you the right files. 	<ul style="list-style-type: none"> • Avoid "vegan" or "vegetarian" as a description: 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." • Avoid terms like "lab grown" or "fake meat." The Impossible Burger is meat made directly from plants, using proteins and nutrients from common plant sources. • Don't speak negatively about other brands. 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. • Don't meat-shame. 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.