

A group of people are dining at a restaurant. In the foreground, a large wooden board is piled with crab legs, a burger, and other food items. A woman in a grey sweater is smiling and holding a plate of food. A man in a plaid shirt is also visible. There are glasses of beer and a vase of flowers on the table.

COOK WILD SOCIAL MEDIA CAMPAIGN

TOOLKIT: SEPTEMBER 2023 - JUNE 2024



COOK WILD CAMPAIGN OVERVIEW

Cook wild with us! Alaska seafood is the premier wild, responsibly sourced, flavor-packed ingredient that can easily be the star of your plate.

As Alaska is the sustainable source of 60% of our nation's wild seafood, cooking wild is an attitude and belief that Alaska seafood experts and fishermen know better than anyone else. With a bounty of options and easy tips, you can live the Cook Wild ethos too.

Alaska Seafood Marketing Institute (ASMI) is unveiling a new initiative encouraging consumers to Cook Wild year-round, and inviting industry partners to join in.

COOK WILD WITH ALASKA SEAFOOD #ASKFORALASKA

This toolkit is designed to provide you with messaging resources and image assets that you can use directly in your own social posts, as well as inspire you to add personal messages.

Choose from ready-to-post graphics, photos and captions to post on your own pages and invite your followers to cook with wild Alaska seafood this fall and beyond. And follow [@AlaskaSeafood on Instagram](#) to repost recipes, cooking tips and more that will inspire your audiences to cook more wild seafood.

Visit the ASMI website to learn more:
<https://www.alaskaseafood.org/cookwild/>

Please contact gsmith@alaskaseafood.org if you have any questions.

[DOWNLOAD ASSETS](#)

DIRECTIONS

Beginning September 26 at 8am AKDT, you can publish posts using the image graphics and suggested copy in this toolkit, create and publish your own images, or share Alaska Seafood's posts to your own social channels.

POST

- Include messaging about how and why consumers should Cook Wild with [@alaskaseafood](#), [#AskForAlaska](#) and [#CookWild](#).
- Tag Alaska Seafood's account ([@AlaskaSeafood](#) on [Facebook](#) and [@AlaskaSeafood](#) on [Instagram](#)) whenever you publish your posts so it's easy for us to engage with you!
- Download and share the ASMI-provided graphics from this toolkit; suggested captions per post are included in this document to make sharing easy.

FOLLOW & SHARE

- Engage with Alaska Seafood by commenting on our [Facebook](#) and [Instagram](#) posts and sharing the Alaska Seafood Cook Wild Sweepstakes.
- Repost Alaska Seafood's posts to your own social channels by using the share button on Facebook or sharing to Instagram stories.

INTERACT & SHARE

- Influential seafood and food industry experts, chefs, and creators will share cooking ideas and recipes using Alaska seafood all year long. Follow them on social and reshare their Cook Wild posts.
 - Ellen Marie Bennett ([Instagram](#)), renowned chef, author and CEO of kitchen gear brand [Hedley & Bennett](#) ([Instagram](#)) will post multiple recipes.
 - Ahmad Alzahabi (@thegoldenbalance on [TikTok](#) and [Instagram](#))
 - Kena Peay (@kenapeay on [TikTok](#) and [Instagram](#))
 - Alessandra Ciuffo (@flavorsbyale on [TikTok](#) and [Instagram](#))
 - Lauren Grant (@zestfulkitchen on [TikTok](#) and [Instagram](#))

TIMING

Use this toolkit to plan your social content. You can start to post once the campaign begins at 8am AKDT on September 26.

The Cook Wild sweepstakes will conclude on October 31, 2023, but you can continue to use the toolkit assets to share the “Cook Wild” messages throughout the year.

SEPTEMBER 26, 2023 - JUNE 2024

- [Download](#) this Cook Wild toolkit and image assets.
- Review your own images or select images from the [ASMI media library](#) (log-in required) and plan your post captions.
- Begin posting on social media
- Interact with and share Alaska Seafood recipes and posts

SEPTEMBER 26 - OCTOBER 31 (COOK WILD SWEEPSTAKES)

- Direct your followers to comment on @AlaskaSeafood’s sweepstakes posts about why they cook wild for a chance to win a year’s supply of Alaska seafood, a limited-edition [Hedley & Bennett](#) seafood apron, and a cooking class with an Alaska chef!
- Engage with your followers and tell them to follow @AlaskaSeafood.

COOK WILD MESSAGES

- Cook wild with us! Alaska seafood is the premier wild, responsibly sourced, flavor-packed ingredient that is the star of any plate. #AskforAlaska #CookWild
- The simple solution for easy meals on the table in 20 minutes or less? Choosing wild seafood from Alaska. #CookWild #AskforAlaska
- With 60% of the wild seafood harvested in the U.S. coming from Alaska waters including five species of wild salmon, a variety of whitefish species like cod, halibut, wild Alaska pollock, sablefish, rockfish, flounder, and crab available at grocery stores nationwide, it's easy and fun to #CookWild. #AskforAlaska
- Cooking seafood should not feel intimidating. From stove top tricks to air fryer hacks, our Alaska seafood experts and partners are sharing the secrets for how to #CookWild and become the ultimate home cook. #AskforAlaska
- With sustainability as a top priority, Alaska sets the gold standard for responsible management of wild-caught seafood, only harvesting what the environment can support. Simply #AskForAlaska to #CookWild every time.
- Not only is wild Alaska seafood delicious, it has proven benefits for heart health, brain health, immune support and overall wellness, thanks to being packed with omega-3s, vitamin D and B12, iron, zinc and other important nutrients. #CookWild #AskforAlaska
- Consumers can participate in the Cook Wild Sweepstakes to win a year's supply of Alaska seafood, a limited-edition [Hedley & Bennett](#) seafood apron, and a cooking class with an Alaska chef! To enter, visit the sweepstakes posts via [@alaskaseafood](#) on Instagram and Facebook.

SAMPLE SOCIAL POST



POST #1: INSTAGRAM AND FACEBOOK

POST COPY: How do you #CookWild? 📷 🗣️

Have fun in your kitchen, try something new - embrace flavorful dishes with WILD Alaska seafood as the focus of your plate. Don't forget to #AskforAlaska to guarantee wild, sustainable seafood for all your upcoming culinary adventures! Stay tuned for more recipe inspo to cook wild all year long and share how you #CookWild and your favorite ways to prepare Alaska seafood.

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SAMPLE SOCIAL POST



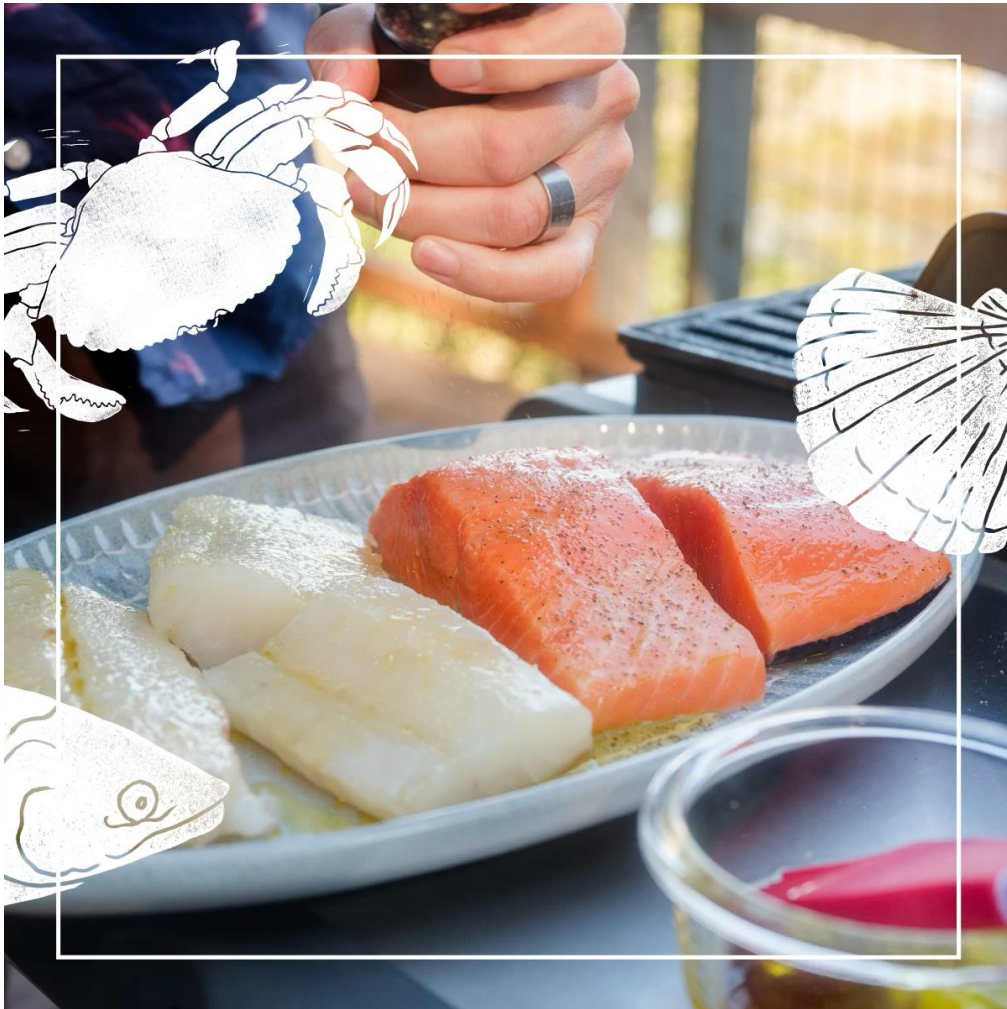
POST #2: INSTAGRAM AND FACEBOOK

POST COPY: You heard it here first: consumers want to #CookWild. 82% of you prefer wild seafood, that's why we plan on sharing ideas to invigorate your kitchen and cook more wild Alaska seafood. 💡

Follow along all year for new ideas, tips and information on how to #AskforAlaska and why choosing wild seafood from Alaska will inspire you #CookWild.

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SAMPLE SOCIAL POST



POST #3: INSTAGRAM AND FACEBOOK

POST COPY: This is your sign to #CookWild. 🍴👤

Experience the magic of high-quality, wild-caught Alaska seafood and make it the star of any meal for you, your friends and family. From air fryer hacks to stove top tricks, our Alaska seafood experts will be sharing secrets on how to become the ultimate home cook. Follow along to learn and be sure to share how you #CookWild and your favorite ways to prepare Alaska seafood.

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SAMPLE REEL



Updated music track title: **'Born Wild'**

POST #4: INSTAGRAM AND FACEBOOK

POST COPY: Are ready to #CookWild with us? 🍷 🐟

With 60% of the wild seafood harvested in the U.S. coming from Alaska waters including five species of wild salmon, a variety of whitefish species, crab and more available at grocery stores nationwide, it's simple and fun to #CookWild.

Stay updated about everything wild Alaska seafood! Follow along in the months to come for mouthwatering recipe ideas and more on how to #AskForAlaska. Be sure to share how you #CookWild and your favorite ways to prepare Alaska seafood.

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SWEEPSTAKES POST



SWEEPSTAKES POST: INSTAGRAM

COPY: SWEEPSTAKES: Our friends at @AlaskaSeafood are calling on all seafood lovers to share how they Cook Wild for a chance to win a year's supply of wild Alaska seafood and more. To enter, follow @alaskaseafood on Instagram, comment on their sweepstakes post and share how you cook wild with #CookWildSweepstakes #AskForAlaska and @alaskaseafood, for a chance to win a year's supply of Alaska seafood, a limited-edition Alaska seafood @hedleyandbennett apron and a virtual cooking class with an Alaska chef. One lucky winner will be selected and notified in early November.

NO PURCH NEC. Open to 50 US/DC 18+. Ends 10/31.



SWEEPSTAKES POST: FACEBOOK

COPY: SWEEPSTAKES: Our friends at @AlaskaSeafood are calling on all seafood lovers to share how they Cook Wild for a chance to win a year's supply of wild Alaska seafood and more. To enter, comment on their sweepstakes post and share how you cook wild with #CookWildSweepstakes #AskForAlaska and @AlaskaSeafood, for a chance to win a year's supply of Alaska seafood, a limited-edition Alaska seafood @Hedley&Bennett apron and a virtual cooking class with an Alaska chef. One lucky winner will be selected and notified in early November.

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[DOWNLOAD
ASSETS](#)