



## International Year of Pulses: Social Media Cheat Sheet

The United Nations has declared 2016 the International Year of Pulses. FAO has been nominated to implement IYP 2016 in collaboration with Governments, relevant organizations, non-governmental organizations and all other relevant stakeholders.

The IYP 2016 aims to heighten public awareness of the nutritional benefits of pulses as part of sustainable food production aimed towards food security and nutrition.

The term “pulses” is limited to crops harvested solely for dry grain. Pulse crops such as lentils, beans, peas and chickpeas are a critical part of the general food basket. Pulses are a vital source of plant-based proteins and amino acids for people around the globe and should be eaten as part of a healthy diet to address obesity, as well as to prevent and help manage chronic diseases such as diabetes, coronary conditions and cancer; they are also an important source of plant-based protein for animals.

### Promoting the year via social media

---

Help us spread the word on social media! Like/retweet/share IYP 2016 content that is posted on FAO social media accounts via your personal accounts or if you're an FAO staff member, via other corporate twitter accounts. Complete list of FAO twitter accounts is available from: <https://twitter.com/FAOnews/lists/fao-twitter-accounts/members>

The hashtag for the year is **#IYP2016**. Corporate hashtag for FAO remains **#UNFAO**.

FAO's main social media accounts are:

- Facebook: <https://www.facebook.com/UNFAO>
- Main FAO twitter accounts to monitor for #IYP2016 news: <https://twitter.com/FAOKnowledge> & <https://twitter.com/FAOnews>
- LinkedIn: <https://www.linkedin.com/company/fao>
- Google+: <https://plus.google.com/+UNFAO/>
- Pinterest: <https://www.pinterest.com/unfao/international-year-of-pulses/>
- YouTube: <https://www.youtube.com/playlist?list=PLzp5NgJ2-dK5a5fsKvfMCyFtFk4bzq4K3>

FAO Social media guidelines are available from: <http://www.fao.org/2/socialmedia>

### Useful Links and Material

---

Take a look at the FAO IYP 2016 communications toolkit! Use the toolkit videos, photos and promotional materials to increase awareness and understanding of the importance of pulses: <http://bit.ly/1WJMn6Y>. For all images related to pulses: (<http://bit.ly/IYP2016SMMtl>)



## English

- International Year of Pulses 2016 **website**: <http://bit.ly/IYP2016>
- Pulses **recipes**: <http://bit.ly/1OVqsSu>
- Call for pulses recipes: <http://bit.ly/1JU8ltG>
- 10 pulses **facts**: <http://bit.ly/1ZNIcG>
- Pulses **quiz**: <http://bit.ly/1HZkfHg>
- **FAQs**: <http://bit.ly/1SI1EDf>
- Pulses **video**: <http://bit.ly/1nMVJA4>

## Spanish

- **Sitio web** del Año Internacional de las Legumbres 2016: <http://bit.ly/1RKMWvg>
- Invitación a compartir **recetas** a base de legumbres! <http://bit.ly/1PyVmzc>
- **10 datos** sobre las legumbres: <http://bit.ly/1Q4sO5P>
- **Cuestionario** sobre las legumbres: <http://bit.ly/1PK3GQF>
- **Preguntas frecuentes**: <http://bit.ly/1QpvM30>
- **Vídeo** sobre las legumbres: <http://bit.ly/1RlzsEx>

## Pre-Canned Posts

---

### Twitter

#### English

- 2016 is the International Year of Pulses! But what exactly are pulses? Find out: <http://bit.ly/IYP2016> #IYP2016
- Join #UNFAO this year to celebrate #pulses & raise awareness about their important role! <http://bit.ly/IYP2016> #IYP2016
- Pulses will play fundamental role in our sustainable future, our #zerohunger future <http://bit.ly/1ZNIcG> #IYP2016
- Do you cook with #pulses? Share your recipes with us to add to the #UNFAO website <http://bit.ly/1JU8ltG> #IYP2016
- Why is 2016 International Year of Pulses? Find out why pulses are so important: <http://bit.ly/1ZNIcG> #IYP2016
- Pulses are packed w/ proteins – double that found in wheat & 3x that of rice <http://bit.ly/1MOlaXF> #IYP2016
- Check out these surprising facts about #pulses you might not know: <http://bit.ly/1ZNIcG> #IYP2016 #zerohunger
- VIDEO: Why are pulses imp't crops for food security? Watch to find out <http://bit.ly/1WOoPtr> #IYP2016 #zerohunger
- Do you know your pulses? Get to know your mung from your urad w/ this #UNFAO quiz! <http://bit.ly/1HZkfHg> #IYP2016



## Spanish

- 10 datos sorprendentes sobre las legumbres que quizás desconocías: <http://bit.ly/1Q4sO5P> #IYP2016 #UNFAO
- ¿Te gustan las legumbres? Recetas de todos los rincones del mundo: <http://bit.ly/1PesnpW> #IYP2016 #nutrición
- Cuestionario: ¡Aprende a distinguir entre las distintas variedades de [#legumbres!](#) <http://bit.ly/1PK3GQF> #IYP2016

## Facebook/Google+/LinkedIn

## English

- 2016 is the International Year of Pulses! [#IYP2016](#) [#Pulses](#) are a vital source of plant-based proteins and amino acids for people around the globe & have a key role in sustainable food production for food security and nutrition: [bit.ly/1DV3Y05](http://bit.ly/1DV3Y05)
- 2016 is the International Year of [#Pulses](#). But what exactly are pulses? <http://bit.ly/1OKa1N8> #IYP2016
- From salads, to soups, side dishes, entrees, and even desserts, [#pulses](#) can be incorporated into every meal. Get a taste of their versatility from a selection of pulses-based [#recipes](#), spanning several countries and continents: <http://bit.ly/1jDrTLZ> #IYP2016
- Pulses are good for you, beneficial to farmers' livelihoods and have a positive impact on the environment. Here are 10 facts about pulses you might not know: <http://bit.ly/1PJPZAg>
- [#Pulses](#) have been consumed for at least 10 000 years and are among the most extensively used foods in the world. Take this quiz and celebrate with us the International Year of Pulses 2016! <http://bit.ly/1WP9GrM> #IYP2016

## Spanish

- Las Naciones Unidas han declarado 2016 Año Internacional de las [#Legumbres](#). ¿Sabes qué son exactamente las legumbres y por qué son importantes? <http://bit.ly/1idIZPO> #IYP2016
- Las [#legumbres](#) se consumen desde hace por lo menos 10.000 años y se encuentran entre los alimentos más utilizados en el mundo. ¿Cuánto sabes sobre las legumbres? ¡Ponte a prueba! [#IYP2016](#) <http://bit.ly/1QADYif>

The “cheat sheet” will be updated on regular basis as new content becomes available.

For more information, email us at [social-media@fao.org](mailto:social-media@fao.org)