

SOCIAL MEDIA GUIDELINES

Thanks for joining the KARANA™ family. Together, we're making food people can feel good about eating more of. And how do we tell them about this? Sharing our delicious food on social media, of course!

To help get us there, we've created some quick tips on how to talk about KARANA.

TAKING PHOTOS

- Take photos under natural light. Do not use overhead lights or lamps or your built-in flash. Ever!
- Move around to find the best light source. Don't feel confined to taking photos in your kitchen.
- Try taking photos from multiple angles. Try moving around the plate and taking photos at various angles so you can pick your favorite later.
- Minimise clutter. If that spoon or napkin doesn't add to the photo, it detracts from the photo.
- Focus on what is most important, but don't zoom in so close that viewers can't tell what the food is.

USING HASHTAGS

Help us to leverage the KARANA hashtag. The more people who use this hashtag, the more likely people will know you're serving KARANA foods. Share the hashtag #EatKarana across your posts.

OUR HANDLES & HASHTAGS:

IG: @eatkarana FB: @eatkarana #eatkarana

Talk to us! We love seeing and sharings posts from our restaurant partners. Be sure to tag us!

USE

- Whole-plant meat
- Meat made from whole plants
- Whole-plant based/ Plant-based
- Processed as little as possible
- Sustainably sourced

TASTE AND EXPERIENCE FIRST

- Let your audience enjoy your KARANA dish through your feed.

SHARE

- Be it your own shoot or your diners' food porn - share it and remember to tag us as well!

USE OUR BRAND COLLATERALS

- Feel free to reach out to us for our brand elements such as logos, stickers, icons... We're happy to share them with you.

AVOID

- "Faux"
- Fake meat
- Mock meat
- Meatless / Meat-free

AVOID SLAMMING OTHER PLANT-BASED BRANDS

- We just want to make good food for everyone to enjoy, and we rejoice in the successes of other brands who share our vision.

DO NOT COMPARE

- Our whole-plant meat is made from whole jackfruits, which is different from other meat alternatives on the market. It'll be comparing apples and oranges.

