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**The concept:**

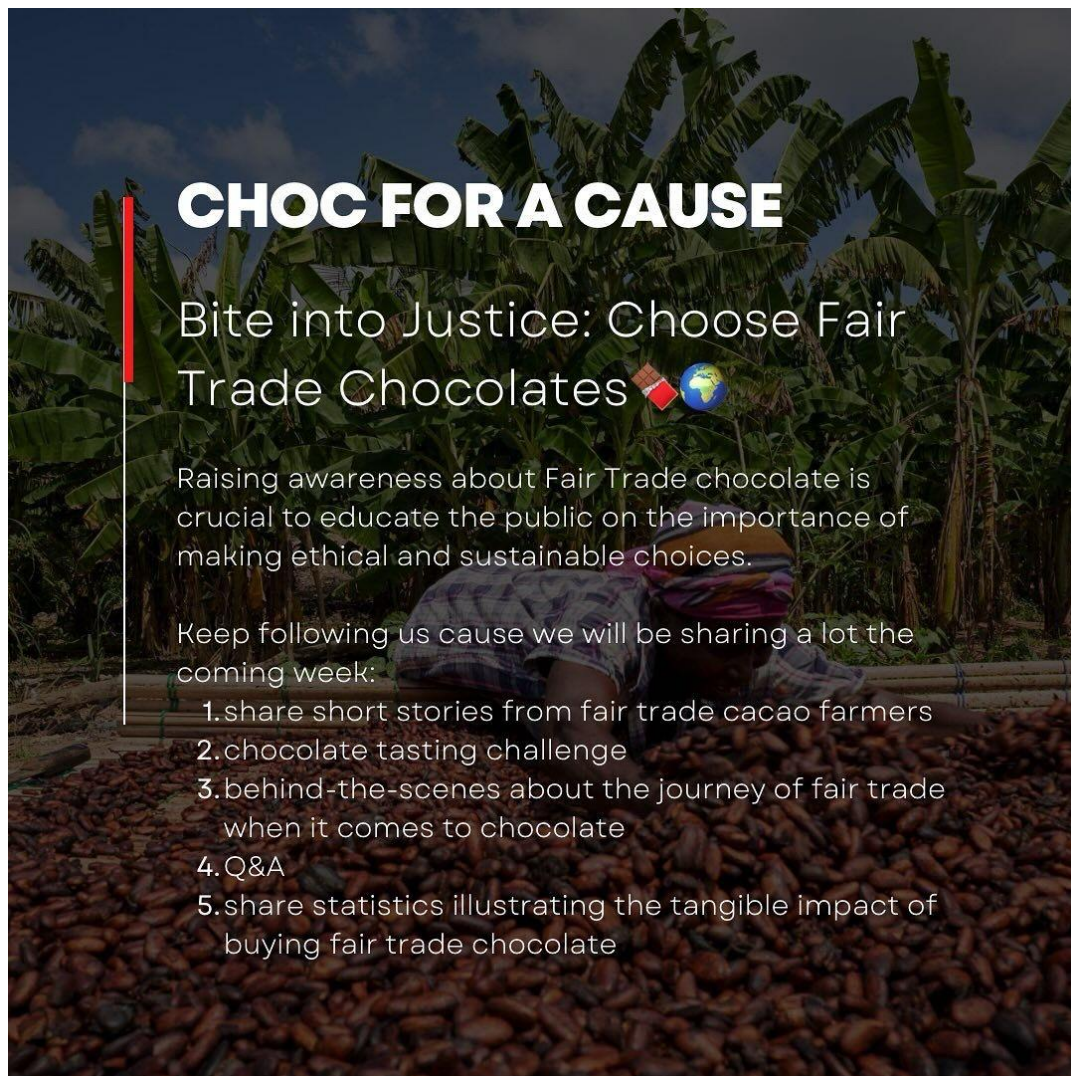
Create an engaging and educational social media campaign to raise awareness about Fair Trade chocolate and why it's a choice that makes a difference for people and the planet. The campaign will be held for 6 days straight.

**Campaign Title:** "Bite into Justice: Choose Fair Trade Chocolates 🍫🌍"

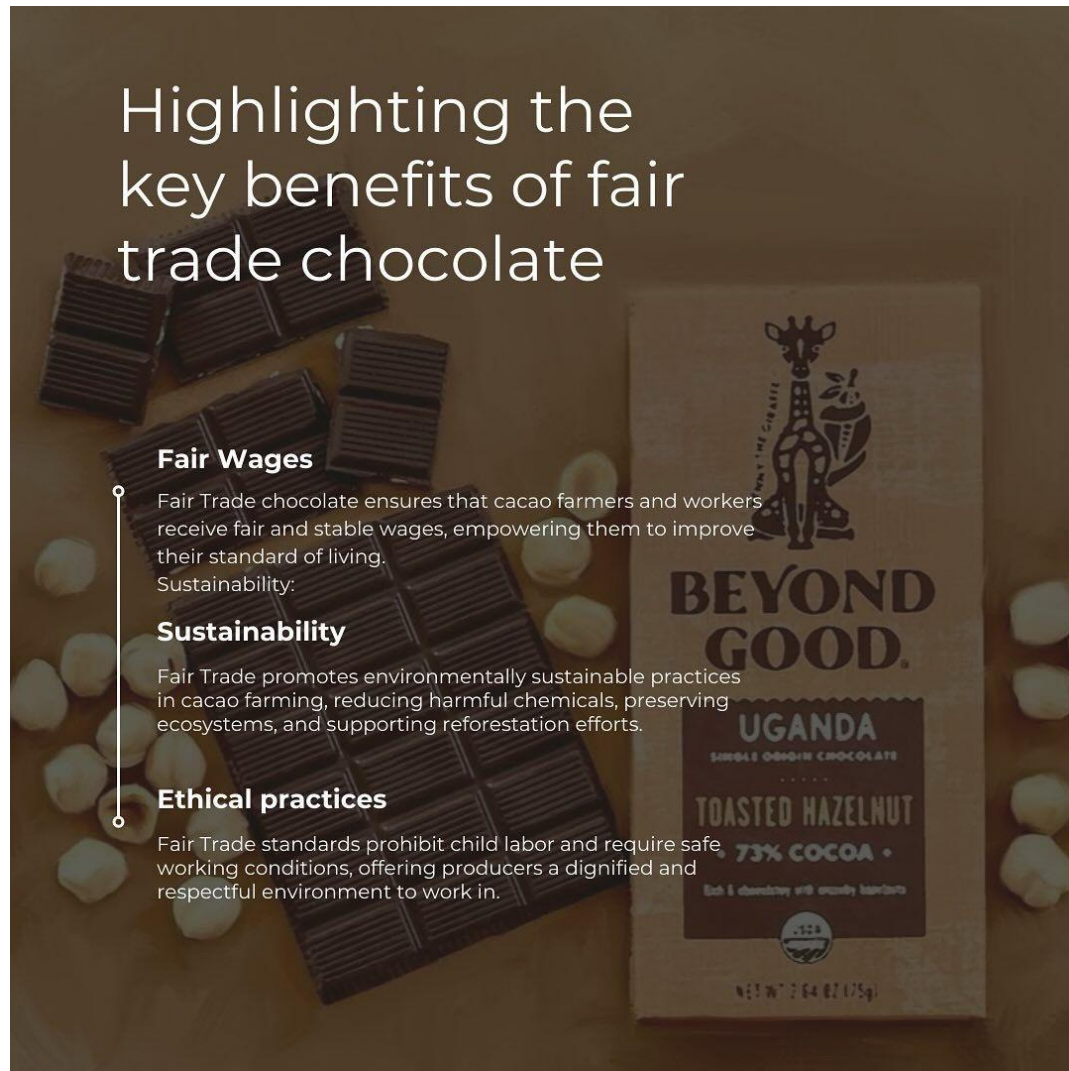
**The structure of the campaign:**

**1. Visual Posts:**

Post 1: Start with a bold and eye-catching poster that reads "Choc for a Cause" with a background image of cacao farms. Mention the campaign details and the hashtags.



Post 2: Share an informative infographic highlighting the key benefits of Fair Trade chocolate. Include points about fair wages, sustainability, and ethical practices. Make it visually appealing and easy to share.



## 2. Human Stories:

Share short video stories or testimonials from Fair Trade cacao farmers. Let them express how Fair Trade has improved their lives and communities.

## 3. Chocolate Tasting Challenge:

Encourage followers to participate in a "Fair Trade Chocolate Tasting Challenge." Share a reel or video of someone tasting Fair Trade chocolate and raving about its flavor and impact. Challenge followers to do the same and share their experiences using the campaign hashtags.

#### **4. Behind-the-Scenes:**

Post behind-the-scenes content showing the journey of Fair Trade cacao from the farm to the chocolate bar. Highlight the transparency and ethical practices at each step.

#### **5. Interactive Q&A:**

Host a live Q&A session with a Fair Trade expert, allowing followers to ask questions about Fair Trade chocolate and its significance.

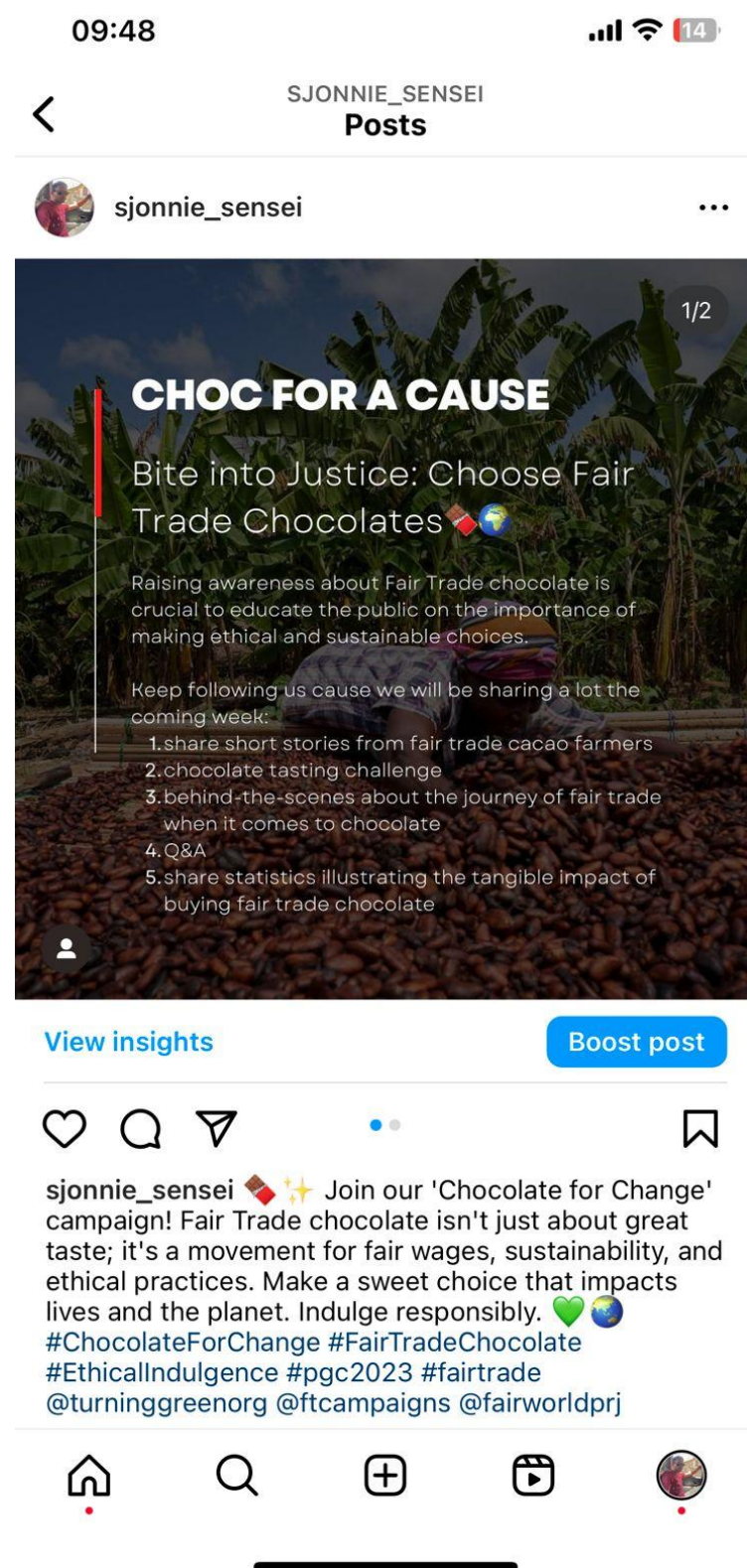
#### **6. Impact Figures:**

Share statistics or infographics illustrating the tangible impact of buying Fair Trade chocolate. For example, how many farmers are positively affected, the reduction in child labor, and the environmental benefits.

End the campaign with a strong call to action, urging followers to choose Fair Trade chocolate for their next sweet indulgence. Provide links to brands or stores that sell Fair Trade chocolate.

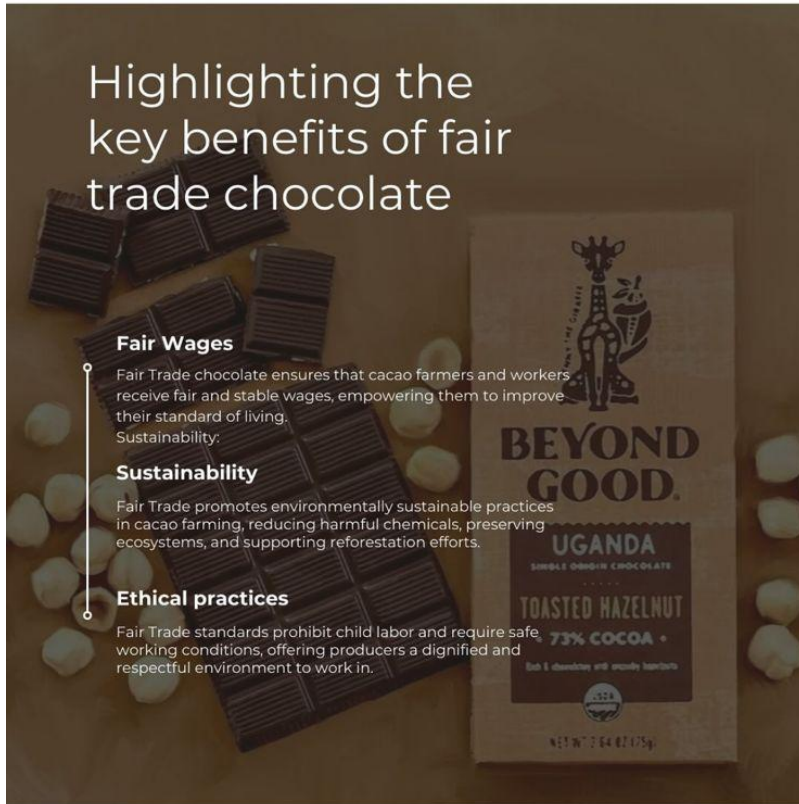
Instagram:

[https://www.instagram.com/p/Cyimw9AxnNZ/?img\\_index=1](https://www.instagram.com/p/Cyimw9AxnNZ/?img_index=1)





sjonnie\_sensei



View insights

Boost post



sjonnie\_sensei 🍫 ✨ Join our 'Chocolate for Change' campaign! Fair Trade chocolate isn't just about great taste; it's a movement for fair wages, sustainability, and ethical practices. Make a sweet choice that impacts lives and the planet. Indulge responsibly. 🌱 🌍  
 #ChocolateForChange #FairTradeChocolate  
 #EthicalIndulgence #pgc2023 #fairtrade  
 @turninggreenorg @ftcampaigns @fairworldprj

