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Meant  
to be  
**Broken**

# Social Media Toolkit

August – October, 2024

# This toolkit includes...



In this toolkit, you will find:

- **Campaign Hashtags and Best Practices**
- **6 Meant to be Broken Recipe-Related Posts**
- **4 Broad Campaign-Related Posts**
- **3 LinkedIn Posts**

Each post has been drafted for Instagram, Facebook, X, and LinkedIn and are USDA-approved. You will also find recommended visual assets (available for download where applicable).

**For any questions or concerns, please don't hesitate to reach out to Hannah Kruger-Burton, AEB's Marketing & Social Media Manager, at [hkruger@aeb.org](mailto:hkruger@aeb.org).**



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Hashtags

## What are hashtags?

Hashtags are keywords or phrases on social media, preceded by the "#" symbol, to categorize content and make it easily discoverable. They help users find posts related to specific topics, join conversations, and engage with communities. By using relevant hashtags, individuals and brands can increase their visibility, reach a wider audience, and boost engagement on their posts.

#MeanttobeBroken

#BreakSomeToday

#BreakIntoACarton

#BreakSomeEggs

### Hashtag Best Practices:

1. **Keep tags relevant.** Avoid hashtags that don't relate to what you're sharing.
2. **Use Right Amount:** Instagram, 5-10 hashtags is ideal. On X and Facebook, only use 1-2.
3. **Avoid overuse.** Using more than the ideal number of hashtags noted above can make a post seem spammy or inauthentic.






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Hero Recipes




# Airfryer Egg Bites #1

Channel	Copy	Image
<b>Instagram</b>	<p>Break an egg. Fix your morning. 🍳</p> <p>Whether you're running late for work or need to get the kids out the door for that early-morning practice, eggs are your solution for busy mornings. Every egg is a perfect little package of amazing potential—and a nutritious food you can feel good about feeding yourself and your family.</p> <p>Check out the perfect busy-morning breakfast hack: Air Fryer Egg Bites! Link in Bio.</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #EasyBreakfastInspo</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	
<b>Facebook</b>	<p>Break an egg. Fix your morning. 🍳</p> <p>Whether you're running late for work or need to get the kids out the door for that early-morning practice, eggs are your solution for busy mornings. Every egg is a perfect little package of amazing potential—and a nutritious food you can feel good about feeding yourself and your family.</p> <p>Check out the perfect busy-morning breakfast hack: Air Fryer Egg Bites!</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	
<b>X</b>	<p>Break an egg. Fix your morning. 🍳 Whether you're running late for work or need to get the kids out the door for that early-morning practice, eggs are your solution for busy mornings. Check out the perfect busy-morning breakfast hack: Air Fryer Egg Bites!</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	

# Airfryer Egg Bites #2




Channel	Copy	Image
<b>Instagram</b>	<p>Don't let busy mornings <b>break you</b>. Wake up with the power of eggs!</p> <p>We're here to remind you that eggs are your kitchen superhero. Break into a carton of eggs, throw in your favorite veggies, toss them into the air fryer... and voila! You've successfully conquered the morning rush—and started your day with a savory, nutritious meal. 🍳</p> <p>Get the recipe at the link in bio!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #EasyBreakfastInspo</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	
<b>Facebook</b>	<p>Don't let busy mornings <b>break you</b>. Wake up with the power of eggs!</p> <p>We're here to remind you that eggs are your kitchen superhero. Break into a carton of eggs, throw in your favorite veggies, toss them into the air fryer... and voila! You've successfully conquered the morning rush—and started your day with a savory, nutritious meal. 🍳</p> <p>Find the recipe here:</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	
<b>X</b>	<p>Don't let busy mornings break you. Wake up with the power of eggs! Break into a carton of eggs, throw in your favorite veggies, toss them into the air fryer... and voila! You've successfully conquered the morning rush. 🍳</p> <p><a href="https://www.meanttobebroken.org/air-fryer-egg-bites/">https://www.meanttobebroken.org/air-fryer-egg-bites/</a></p>	

# Ramen Carbonara #1




Channel	Copy	Image
<b>Instagram</b>	<p>Life is too short for boring meals! When you <b>break into an egg</b>, you're cracking open endless dinnertime potential.</p> <p>Take this ramen carbonara: a traditionally Italian dish with an unexpected twist. You'll have a decadent, flavorful, eggciting new meal—all in the time it takes to simply cook the noodles!</p> <p>Check it out at the Link in Bio!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #EasyBreakfastInspo</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	
<b>Facebook</b>	<p>Life is too short for boring meals! When you <b>break into an egg</b>, you're cracking open endless dinnertime potential.</p> <p>Take this ramen carbonara: a traditionally Italian dish with an unexpected twist. You'll have a decadent, flavorful, eggciting new meal—all in the time it takes to simply cook the noodles!</p> <p>Give it a try today:</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	
<b>X</b>	<p>When you break into an egg, you're cracking into endless potential.</p> <p>Take this ramen carbonara: an Italian dish with an unexpected twist. You'll have a flavorful, eggciting new meal—all in the time it takes to simply cook the noodles!</p> <p>Try it today:</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	






# Ramen Carbonara #2

Channel	Copy	Image
<b>Instagram</b>	<p>The weeknight dinner rut is real. <b>Break out of it</b> and reach for eggs to make easy, creative new recipes. Like...</p> <p>Ramen Carbonara! This decadent dish instantly brings a fun new twist to a fan favorite. Simply break a few eggs, and BAM! You've got an eggciting dinner the whole family will love.</p> <p>Find the recipe at the Link in Bio!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #DinnerIdeas</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	
<b>Facebook</b>	<p>The weeknight dinner rut is real. <b>Break out of it</b> and reach for eggs to make easy, creative new recipes. Like...</p> <p>Ramen Carbonara! This decadent dish instantly brings a fun new twist to a fan favorite. Simply break a few eggs, and BAM! You've got an eggciting dinner the whole family will love.</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	
<b>X</b>	<p>The weeknight dinner rut is real. Break out of it when you break a few eggs!</p> <p>Need some inspo? Try out this Ramen Carbonara—a decadent dish with a fun twist. Simply break a few eggs, and BAM! You've got an eggciting dinner the whole family will love.</p> <p><a href="https://www.meanttobebroken.org/ramen-carbonara/">https://www.meanttobebroken.org/ramen-carbonara/</a></p>	

# Egg Flatbread Wrap #1

Channel	Copy	Image
<b>Instagram</b>	<p>It's time to <b>break up</b> with your old wraps...</p> <p>...and break into a protein boost! Thanks to the magic of eggs, cottage cheese, and a blender, you can whip up an edible plate for all your favorite sandwich fillings. This flatbread is great for any number of dishes (even pizza!), but we like this club sandwich copycat.</p> <p>Bookmark this post and visit the Link in Bio to give it a try!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #DinnerIdeas</p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	
<b>Facebook</b>	<p>It's time to <b>break up</b> with your old wraps...</p> <p>...and break into a protein boost! Thanks to the magic of eggs, cottage cheese, and a blender, you can whip up an edible plate for all your favorite sandwich fillings. This flatbread is great for any number of dishes (even pizza!), but we like this club sandwich copycat.</p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	
<b>X</b>	<p>It's time to break up with your old wraps!</p> <p>Break into some eggs, cottage cheese, and a blender, and you can whip up flatbread with a protein boost! This flatbread is great for any number of dishes (even pizza!), but we like this club sandwich copycat.</p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	

# Egg Flatbread Wrap #2

Channel	Copy	Image
<b>Instagram</b>	<p>Feeling uninspired in the kitchen? <b>Break out of</b> your mealtime rut and let eggs be your muse!</p> <p>This egg-based wrap is a protein-powered blank canvas that's perfect for your next tasty creation. Dreaming of a trip around the globe? Layer on some feta, spinach, and sun-dried tomatoes for a taste of the Mediterranean. Just want a classic fave with a little protein boost? We love this club sandwich copycat!</p> <p>From simple to sophisticated, eggs make every meal a masterpiece. Give this flatbread a try today with the Link in Bio!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #Cloudbread #eggwrap</p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	
<b>Facebook</b>	<p>Feeling uninspired in the kitchen? <b>Break out of</b> your mealtime rut and let eggs be your muse!</p> <p>With just a little creativity, eggs can be the blank canvas for all of your culinary creations. Dreaming of a trip around the globe? Whip up a stir fry or some egg curry. Need a satisfying snack? Bake this egg flatbread and throw together a delicious wrap.</p> <p>From simple to sophisticated, eggs make every meal a masterpiece. <b>Break some today!</b></p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	
<b>X</b>	<p>Break out of your mealtime rut and let eggs be your muse. This egg-based wrap is a protein-powered canvas perfect for any flavor! Personally, we we love this club sandwich copycat. 😊</p> <p><a href="https://www.meanttobebroken.org/egg-flatbread-wrap/">https://www.meanttobebroken.org/egg-flatbread-wrap/</a></p>	









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Meant to be Broken-Themed Posts

# Convenience

Channel	Copy	Image
<b>Instagram</b>	<p>Eggs are meant to be broken.</p> <p>When life gets busy, you need mealtime solutions that make your life easier. Enter: Eggs. When you break an egg, you unlock endless inspiration, versatility and— maybe most importantly—convenience.</p> <p>Whenever you're hungry, wherever you're hungry, eggs have your back.</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #easymealideas</p> <p>Meanttobebroken.org</p>	
<b>Facebook</b>	<p>Eggs are meant to be broken.</p> <p>When life gets busy, you need mealtime solutions that make your life easier. Enter: Eggs. When you break an egg, you unlock endless inspiration, versatility and— maybe most importantly—convenience.</p> <p>Whenever you're hungry, wherever you're hungry, eggs have your back.</p> <p>Meanttobebroken.org</p>	
<b>X</b>	<p>When life gets busy, you need mealtime solutions that make things easier. Enter: Eggs. When you break an egg, you unlock endless inspiration, versatility and—most importantly—convenience.</p> <p>Whenever you're hungry, wherever you're hungry, eggs have your back.</p> <p>Meanttobebroken.org</p>	

Channel	Copy	Image
<b>Instagram</b>	<p>Rules aren't the only thing meant to be broken.</p> <p>Every egg holds infinite potential waiting to be unleashed. Whether it's a decadent ramen carbonara for dinner, nutritious egg bites as you're running out the door, or a flatbread serving as the canvas for all your favorite flavors, eggs are the key to easy, creative recipes.</p> <p>Get inspired at the Link in Bio and make the kitchen your canvas, one crack at a time.</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs</p> <p>Meanttobebroken.org</p>	
<b>Facebook</b>	<p>Rules aren't the only thing meant to be broken.</p> <p>Every egg holds infinite potential waiting to be unleashed. Whether it's a decadent ramen carbonara for dinner, nutritious egg bites as you're running out the door, or a flatbread serving as the canvas for all your favorite flavors, eggs are the key to easy, creative recipes.</p> <p>Get inspired and make the kitchen your canvas, one crack at a time.</p> <p>Meanttobebroken.org</p>	
<b>X</b>	<p>Every egg holds infinite potential. Whether it's a decadent ramen carbonara for dinner, nutritious egg bites as you're running out the door, or a flatbread serving as the canvas for all your favorite flavors, eggs are the key to easy, creative recipes.</p> <p>Meanttobebroken.org</p>	

Channel	Copy	Image
<b>Instagram</b>	<p>The weeknight dinner rut is real.</p> <p>But #DidYouKnow you've probably got the key to limitless meal options sitting in your fridge? Inside every egg is amazing potential just waiting to be unlocked. When you break an egg, you open endless inspiration, versatility and convenience.</p> <p>We've got cooking inspiration by the dozens. Get inspired and use eggs as a blank canvas, one crack at a time.🥚</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs #RecipeInspiration #EasyMealInspo</p> <p>Meanttobebroken.org</p>	
<b>Facebook</b>	<p>The weeknight dinner rut is real.</p> <p>But #DidYouKnow you've probably got the key to limitless meal options sitting in your fridge? Inside every egg is amazing potential just waiting to be unlocked. When you break an egg, you open endless inspiration, versatility and convenience.</p> <p>We've got cooking inspiration by the dozens. Get inspired and use eggs as a blank canvas, one crack at a time.🥚</p> <p>Meanttobebroken.org</p>	
<b>X</b>	<p>#DidYouKnow you've probably got the key to limitless meal options sitting in your fridge? Inside every egg is amazing potential just waiting to be unlocked. When you break an egg, you open endless inspiration and versatility.</p> <p>Break into inspiration today.🥚</p> <p>Meanttobebroken.org</p>	

# Share Your Own Recipe



Channel	Copy	Image
<b>Instagram</b>	<p>We all need a bite-sized win once in a while. When you break an egg, you're winning in the kitchen. 🏆</p> <p>Breaking an egg is unlocking endless possibilities for any meal, from breakfast to dinner and everything in between. And lucky for you, we've got inspiration by the dozens.</p> <p>Break into a carton today and give <a href="#">[Insert recipe title here]</a> a try!</p> <p>#MeanttobeBroken #BreakSomeToday #BreakSomeEggs</p> <p><a href="#">[Recipe Link]</a></p>	<p>Share your own recipe photo</p>
<b>Facebook</b>	<p>We all need a bite-sized win once in a while. When you break an egg, you're winning in the kitchen. 🏆</p> <p>Breaking an egg is unlocking endless possibilities for any meal, from breakfast to dinner and everything in between. And lucky for you, we've got inspiration by the dozens.</p> <p>Break into a carton today and give <a href="#">[Insert recipe title here]</a> a try!</p> <p><a href="#">[Recipe Link]</a></p>	
<b>X</b>	<p>When you break an egg, you unlock endless possibilities for any meal, from breakfast to dinner and everything in between. And lucky for you, we've got inspiration by the dozens.</p> <p>Break into a carton today and give <a href="#">[Insert recipe title here]</a> a try!</p> <p><a href="#">[Recipe Link]</a></p>	








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# LinkedIn Posts

Channel	Copy	Suggested Image
<b>LinkedIn</b>	<p>[Insert farm name/state org name], with America's egg farmers and the American Egg Board, is on a mission to change how people view and use eggs. Every egg is a perfect little package of amazing potential—when you break an egg, you're breaking into endless inspiration, versatility, and convenience.</p> <p>Click the link below learn how to break out of your cooking routine and unlock the endless potential of this kitchen superhero!</p> <p>Meanttobebroken.org</p>	
<b>LinkedIn</b>	<p>Eggs have long been seen as just a staple, but [Insert farm name/state org name] knows they're so much more than that.</p> <p>Great things happen when you break the mold. When you crack open an egg, you unlock the power to create endless, nutritious possibilities. Whether it's a surprising dinner hack, or an out-the-door breakfast solution you can feel confident in, eggs are a blank canvas for culinary creativity.</p> <p>Break into inspiration—and a few eggs—today!</p> <p><a href="http://Meanttobebroken.org">Meanttobebroken.org</a></p>	
<b>LinkedIn</b>	<p>Great things happen when you break the mold—and a few eggs.</p> <p>Every egg holds infinite potential waiting to be unleashed. From a surprising dinner hack to a quick, nutritious breakfast, eggs are the versatile kitchen superhero we've all been searching for. A single shell holds infinite possibilities!</p> <p>[Insert farm name/state org name] is encouraging everyone to express themselves through new creations, step out of their kitchen comfort zones, and embrace the versatility of eggs. And if you need inspiration, we've got ideas by the dozen.</p> <p>Meanttobebroken.org</p>	



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