



Social Media Toolkit

January - March 2025



January

Key Dates in January 2025

1 **Call for FNCE® 2025 Poster Session Abstracts opens**

1 New Year's Day

2 National Swiss Cheese Day

4 National Spaghetti Day

6 National Bean Day

9 National Apricot Day

11 National Milk Day

12 National Curried Chicken Day

15 National Bagel Day

19 National Popcorn Day

20 Martin Luther King Jr. Day

21 National Granola Bar Day

24 National Peanut Butter Day

25 National Fish Taco Day

29 Lunar New Year

Jan. 19-25: National Fresh Squeezed Juice Week

National Birth Defects Prevention Month

National Glaucoma Awareness Month

National Healthy Weight Awareness Month

National Hot Tea Month

National Mentoring Month

National Oatmeal Month

National Slow Cooking Month

National Soup Month

Thyroid Awareness Month

Talking Points

Ring in Lunar New Year (Lunar New Year)

Lunar New Year, also known as Chinese New Year or Spring Festival, is celebrated across China and many East Asian countries, as well as in the United States. The lunar calendar determines the date of the Lunar New Year, with the first day aligning with the new moon that appears between January 21 and February 20. www.eatright.org/food/cultural-cuisines-and-traditions/holidays-and-celebrations/ringing-in-the-lunar-new-year

- Food plays a significant role during the Lunar New Year and includes items that symbolize good luck, a long life and fortune, such as dumplings, spring rolls, noodles and oranges.
- Non-food traditions might include cleaning the home to sweep away bad luck and handing out red envelopes with money to family and friends, as well as firework displays.
- Lunar New Year 2025 celebrates the Year of the Snake, based on the Chinese zodiac. The snake represents determination, wisdom and intellect.

Present a Poster Session at FNCE® 2025

From October 11-14, the Academy will host the Food & Nutrition Conference & Expo® in Nashville, Tenn. Interested in sharing your original research, project or program report? Consider submitting an abstract to present a poster session. www.eatrightpro.org/events/fnce/present-at-fnce/call-for-abstracts

- An abstract is a brief, written summary (no more than 250 words) of the specific ideas or concepts to be presented and a statement of their relevance to practice or research.
- A poster presents content using charts, graphs, illustrations and/or photographs and highlights the important parts of a study/program and its practice applications.
- The Call for Abstracts will open on January 1, and the submission deadline is February 17. If your outcomes will not be finalized by the February 17 deadline, you can submit a late-breaking abstract between May 1 and May 31.

Sample Social Media Posts

Lunar New Year, also known as Chinese New Year or Spring Festival, is celebrated across China and many East Asian countries, as well as in the U.S. Learn about the traditions, including symbolic foods eaten during this occasion: sm.eatright.org/LunarNew #eatright

During #NationalOatmealMonth, learn about the health benefits of incorporating oats — and four other nutritious whole grains — into your eating plan: sm.eatright.org/WholeGrns #eatright

January is the perfect time to prepare a warm bowl of soup! Try this traditional Chinese hot and sour Szechuan soup recipe: sm.eatright.org/HotSourSoup #eatright #NationalSoupMonth

This year, make it a priority to teach your kids the importance of food, nutrition and healthful eating habits! Review these strategies: sm.eatright.org/RaiseHealthy #eatright

Don't miss the opportunity to present a poster at #FNCE 2025 in Nashville! Submit your abstract by February 17: sm.eatright.org/FNCE25call #eatrightPRO



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January is National Slow Cooking Month.

With cooler weather settling in, what better way to celebrate National Slow Cooking Month than with a warm and comforting meal that's easy to prepare?

A slow cooker is a great tool for [busy weeknights](#). After the prep work is done, a slow cooker does the cooking for you while you're at work or busy with the kids, minimizing time spent in the kitchen. Plus, some dishes are easily transformed into a second meal for the next day – for example, a leftover roast can be used in sandwiches or quesadillas.

Just make sure to keep food safety in mind – along with [safe food practices](#) like using a food thermometer to check for doneness, there are some tips that apply specifically to [using a slow cooker](#). For example, only fill a slow cooker halfway to two-thirds full and keep the lid on while food is cooking, unless you're checking the temperature with a food thermometer or stirring the ingredients.

Looking for recipe inspiration? [Chili](#) and [soup](#) are slow-cooking staples. Roasts, chicken and beans are other classic options and can be eaten as a main course or used as a key ingredient in dishes like [tacos](#).

Sample Social Media Posts

Slow cookers are a great way to whip up a delicious dish with minimal effort, but it's important to always follow proper food safety guidelines. Use these tips during #NationalSlowCookingMonth: sm.eatright.org/CookerTips #eatright

This slow-cooker minestrone soup recipe incorporates vegetables, whole grains and beans. Make the simple dish in celebration of #NationalSoupMonth and #NationalSlowCookingMonth: sm.eatright.org/MinestroneSoup #eatright

These slow-cooker chicken tacos are bursting with bold flavors, perfect for your next Taco Tuesday during #NationalSlowCookingMonth: sm.eatright.org/ChickenTacos #eatright

Winter is a great time to enjoy a bowl of chili! Try our slow-cooker turkey chili for an easy way to warm up: sm.eatright.org/TurkeyChili #eatright #NationalSlowCookingMonth

Love using your slow cooker during the winter months? To prepare meals safely with this handy tool, always follow these food safety guidelines: sm.eatright.org/CookerTips #eatright #NationalSlowCookingMonth



Spread the word to your fellow nutrition and dietetics professionals about Academy of Nutrition and Dietetics Foundation resources!

The Academy Foundation assists nutrition and dietetics students and professionals in their academic endeavors; recognizes credentialed food and nutrition practitioners for their outstanding contributions; funds innovative research to enhance evidence-based practice; and provides resources through public education efforts. To receive assistance from the Foundation, apply for [research grants](#), [awards](#), [fellowships](#), [scholarships](#) and [disaster relief](#).

The Foundation offers many awards and research grants for members, which are given to students, practitioners and educators. Foundation awards recognize the outstanding achievements of Academy members, encouraging individuals to grow as professionals and achieve excellence in new and developing areas of food and nutrition. International awards are also available for continuing education and program development. Research grants fund innovative approaches to addressing nutrition and dietetics. Applications for annual Foundation awards and research grants are open and due February 24 at 5 p.m. Central time.

The Foundation awards hundreds of scholarships annually and is the world's largest provider of dietetic scholarships to students at all levels of study. In 2024, the Foundation **awarded \$818,650 to 307 students and dietetic interns**. Scholarship opportunities are available for individuals enrolled in dietetic technician, undergraduate, graduate and doctoral programs, as well as dietetic internships. The scholarship application for the 2025-2026 academic year opens February 17, with a deadline of April 8, 2025 at 10 a.m. Central time.

Throughout the year, stay up to date with Foundation award, grant, scholarship and fellowship opportunities, and share them with friends and colleagues on social media by [subscribing to our newsletter](#), *A Foundation for the Future*.

Sample Social Media Posts

Are you in search of funding for nutrition and dietetics research? Check out the Academy Foundation's current research grant opportunities! Applications are due February 24: sm.eatright.org/FndAppPortal #eatrightPRO

Did you know Foundation award opportunities exist for nutrition practitioners, educators and students? Apply by February 24: sm.eatright.org/FndAwards #eatrightPRO

By completing the Academy Foundation's online scholarship application, you are automatically considered for hundreds of Foundation scholarships! Apply by April 8: sm.eatright.org/FndAppPortal #eatrightPRO #dietetics #futureRDN

The #eatrightPRO Foundation is the only charitable organization devoted exclusively to supporting nutrition and dietetics professionals and is the world's largest provider of dietetics scholarships. Your donation can make a difference. sm.eatright.org/Make1Mil #MakeIt1Million

February

Key Dates in February 2025

1 **Membership renewal for 2025-2026 opens online**

1 **Voting in the Academy National Election opens**

4 National Homemade Soup Day

4 World Cancer Day

7 National Wear Red Day (heart disease awareness)

9 National Pizza Day

9 Super Bowl

11 International Women and Girls in Science Day

14 Valentine's Day

15 **Voting in the Academy National Election closes**

16 National Almond Day

17 **Call for FNCE® 2025 Poster Session Abstracts closes**

17 **Foundation scholarship application opens**

17 Presidents' Day

24 **Foundation award and grant applications close**

26 *Maha Shivratri*

26 National Pistachio Day

27 National Strawberry Day

Feb. 1-7: African Heritage and Health Week

Feb. 24-Mar. 2: National Eating Disorder Awareness Week

Feb. 28-Mar. 30: *Ramadan*

AMD/Low Vision Awareness Month

American Heart Month

Black History Month

National Canned Food Month

National Cherry Month

National Children's Dental Health Month

National Grapefruit Month

Talking Points

Love Your Heart, Love Your Food (American Heart Month)

Lifestyle choices can help prevent and control many risk factors of heart disease, such as high blood cholesterol and high blood pressure. Healthy food choices and physical activity can have a big impact on your heart's health. Consider the following four steps to improve heart health: www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/love-your-heart-love-your-food

- Eat more fruits, vegetables, whole grains, legumes and fatty fish and eat less foods that have added salt, sugars and fats.
- Be physically active in your own way. Regular, moderate physical activity helps lower blood pressure and helps your body control stress and weight.
- Physical activity, meditation, journaling and listening to music are a few healthful ways to help manage stress – another important factor in managing heart health.
- If you smoke, quit. Smoking increases your risk for heart disease.

Are Canned Foods Nutritious for My Family? (Canned Food Month)

Canned foods can be just as nutritious as fresh and frozen foods because canning preserves many nutrients. Fruits and vegetables used for canning are picked at peak freshness, ensuring the best flavor and nutrient quality. To make the best choices for you and your family, consider the following when shopping for or using canned foods. www.eatright.org/food/planning/smart-shopping/are-canned-foods-nutritious-for-my-family

- When purchasing canned fruit, pick varieties that are canned in water, 100% juice or in its own juices.
- Choose canned vegetables without added salts, labeled "no salt added" or "low sodium."
- Draining and rinsing canned beans and vegetables can help reduce the sodium content as well.
- Avoid cans with dents, bulges, cracks or leaks. This may be a sign of the bacteria that causes botulism.

Sample Social Media Posts

During #BlackHistoryMonth, learn about Black dietitians' contributions to the nutrition and dietetics profession, and find out five ways you can celebrate throughout February and all year long: sm.eatright.org/BlackHstMonth #eatright

Good nutrition and maintaining an active lifestyle can have a significant impact on your heart's health. In honor of #AmericanHeartMonth, review and follow these four steps: sm.eatright.org/HeartHealth #eatright

Canned foods are an affordable way to eat more fruits and vegetables. During #NationalCannedFoodMonth, learn more about the potential benefits of canned produce: sm.eatright.org/CannedFoodsFamily #eatright

Good oral hygiene and a nutritious eating plan can help prevent problems with your child's teeth throughout life! Review these strategies during #NationalChildrensDentalHealthMonth: sm.eatright.org/HealthyMouth #eatright #kidseatright

There are plenty of ways to celebrate #ValentinesDay that don't involve candy! Here are some nutritious, kid-friendly treat ideas: sm.eatright.org/Valentines #eatright #kidseatright



CarmenMurrillo / iStock / Getty Images Plus via Getty Images

Academy National Election

Make your voice heard during the 2025 Academy National Election!

The [Academy National Election](#) will take place February 1-15, 2025. This year's available Board of Directors positions include President-elect, Treasurer-elect, House Speaker-elect, Director At Large, and House Director. Other available positions include those that fall under the Commission on Dietetic Registration (CDR), Nominating Committee and House of Delegates.

Before casting your vote, [learn](#) about this year's candidates. After voting, let your fellow nutrition and dietetics professionals know via your social media profile. Be sure to review the [Academy's National Campaign rules](#), too.

Throughout the first half of February, encourage your colleagues to help impact the future of the nutrition and dietetics profession using our graphics and messaging in our [social media toolkit](#)!

Sample Social Media Posts

Don't miss your chance to take part in the Academy of Nutrition and Dietetics' 2025 National Election! You have until February 15 to cast your vote: sm.eatright.org/election25 #eatrightPRO

The Academy's National Election is a chance for members to impact the future of the profession by choosing our next leaders. Get involved by reading the candidates' biographies and casting your votes between February 1 and 15: sm.eatright.org/election25 #eatrightPRO

DPGs, MIGs and affiliates are challenged to increase member participation in the Academy's National Election! Take the lead while voicing your opinion for the future of our profession: sm.eatright.org/election25 #eatrightPRO #dietetics

Want to help impact the future of the nutrition and dietetics profession? Participate in the Academy's 2025 National Election! Learn more and cast your vote: sm.eatright.org/election25 #eatrightPRO #dietetics

March

Key Dates in March 2025

1	Deadline to submit National Honors and Awards nominations
4	World Obesity Day
5	<i>Ash Wednesday</i>
7	National Cereal Day
8	International Women's Day
12	Registered Dietitian Nutritionist Day
13	International School Meals Day
13	Nutrition and Dietetics Technician, Registered Day
13	World Kidney Day
14	<i>Holi</i>
17	St. Patrick's Day
19	Agriculture Day
20	World Oral Health Day
22	World Water Day
23	National Tamale Day
25	American Diabetes Association Alert Day®
26	National Spinach Day
26	Purple Day (epilepsy awareness)
30	<i>Eid al-Fitr</i>
30	National Doctors' Day
31	Transgender Day of Visibility
Feb. 28-Mar. 30: <i>Ramadan</i>	
Mar. 2-8: National Consumer Protection Week	
Mar. 3-31: Call for FNCE® 2025 Learning Lounge sessions open	
Mar. 3-7: Obesity Care Week	
Mar. 3-7: National School Breakfast Week	
Mar. 10-16: Brain Awareness Week	
Mar. 13-14: <i>Purim</i>	
Developmental Disabilities Awareness Month	
National Colorectal Cancer Awareness Month	
National Kidney Month	
National Noodle Month	
National Nutrition Month®	
Women's History Month	

Talking Points

Kidney Disease and Diet (National Kidney Month)

If your kidneys are not working as they should, you may benefit from a customized eating plan with specific daily amounts of protein, sodium and potassium. For those with kidney disease, keeping these nutrients in an appropriate range can help prevent kidney problems from getting worse. www.eatright.org/health/health-conditions/kidney-disease/kidney-disease-and-diet

- For people with kidney disease, extra sodium and fluid can build up in the body, which can affect the heart and lungs. A daily sodium limit may be recommended. Sodium is found in table salt, as well as many packaged foods such as bread, crackers, soup, frozen dinners and condiments, like ketchup and soy sauce.
- High potassium levels affect heart rhythm, so those with kidney disease may be given a potassium limit. Potassium is found in many fruits and vegetables, beans, nuts and dairy products.
- The right balance of phosphorous and calcium is important. Calcium sources include dairy products and dairy-free alternatives such as milk, yogurt and cheese. Phosphorous occurs naturally in meat, dairy, whole grains and vegetables, but it's also added to many foods as a preservative.

Nutrition and Heart Health for Transgender People on Hormone Therapy (Transgender Day of Visibility)

Transgender people have a gender identity and/or expression that differs from their sex assigned at birth. Some transgender people may use hormone therapy to produce physical changes that help align their body with their gender identity, however, hormone therapy may impact lab values and tests, as well as nutrition needs.

www.eatright.org/health/health-conditions/cardiovascular-health-heart-disease-hypertension/nutrition-and-heart-health-for-transgender-people-on-hormone-therapy

- Those on hormone therapy may be at increased risk for high cholesterol. Following a heart-healthy eating plan, including a variety of fruits and vegetables, unsaturated fats and lean proteins, may be recommended.
- Recommendations for calories, vitamins and minerals and other nutrients often vary by sex. An RDN can help identify personalized targets for these and other nutrition recommendations, which may vary if on hormone therapy.
- Even if sex assigned at birth is used to identify nutrition related risks and recommendations, an RDN can still honor an individual's gender identity by using their preferred name and pronouns.

Sample Social Media Posts

During #NationalKidneyMonth and #NationalNutritionMonth, learn why a registered dietitian nutritionist is a great resource for people who have kidney disease: sm.eatright.org/Kidney #eatright

Mar. 10-16: During #BrainAwarenessWeek, find out how healthy eating habits can support brain function and support overall wellness! Learn more: sm.eatright.org/BodyBrain #eatright #NationalNutritionMonth

A registered dietitian nutritionist can work with you to develop a safe, realistic eating plan that you can stick with for the long haul! Here are 10 reasons to consult an RDN: sm.eatright.org/Reasons2See #eatright #NationalNutritionMonth

Mar. 31: Transgender individuals on hormone therapy can support their heart health with balanced nutrition. In honor of Transgender Day of Visibility, learn how dietary choices can make a difference in managing cardiovascular risks: sm.eatright.org/TransgenderNutrition #eatright



Food Connects Us

2025 NATIONAL NUTRITION MONTH®
A Campaign by the Academy of Nutrition and Dietetics

Learn about the various ways Food Connects Us during [National Nutrition Month®](#).

Food is a connecting factor for many of us. Food connects us to our cultures, our families and our friends. The foods we eat also have a strong connection to our health.

People who eat more home-cooked meals tend to consume more fruits and vegetables — and also eat less saturated fat and salt. Homemade food can be both environmentally and budget friendly. Whether you already cook frequently or are just getting started, there are tips to make [cooking at home](#) run smoothly. And, for those on a budget, or who use community resources like SNAP or WIC, there are a variety of [healthful options](#) available.

While certain foods may be more healthful than others, [nutrition is not a one-size-fits-all endeavor](#). A healthy plate can include food from all corners of the globe. Plus, for those who eat meals with family, friends or other members of their community – there may be [additional benefits](#), such as a higher fruit and vegetable intake and stronger personal relationships.

From [childhood](#) to our [older years](#), nutrition plays an important role in managing health and improving quality of life across all [stages of life](#). Secure an appointment with a [registered dietitian nutritionist](#) who specializes in your specific needs and can provide you with personalized nutrition information and guidance.

Also, remember to celebrate nutrition experts on [Registered Dietitian Nutritionist Day](#) (Wednesday, March 12) and [Nutrition and Dietetics Technician, Registered Day](#) (Thursday, March 13).

Sample Social Media Posts

Food connects us, and so do family meals! Sharing meals together boosts nutrition, supports healthy habits and strengthens relationships. Check out a few strategies for making family meals happen more often: [sm.eatright.org/FamilyMeals](#) #eatright #NationalNutritionMonth

Celebrate #NationalNutritionMonth by learning to cook at home! Cooking your own meals helps you control ingredients, eat more healthfully and try new flavors. Check out these tips to get started: [sm.eatright.org/LearnToCook](#) #eatright

During #NationalNutritionMonth, discover how to feed your family healthfully on a budget. Get tips for meal planning, smart shopping and making the most of your food dollars: [sm.eatright.org/LimitedBudget](#) #eatright

Explore global foods that add flavor and nutrition to your plate! Here are a few examples to inspire you in celebration of #NationalNutritionMonth: [sm.eatright.org/GlobalPlate](#) #eatright







Registered dietitian nutritionists play a vital role in improving the health of communities across the country. During #NationalNutritionMonth, explore these 10 reasons to consult an RDN: [sm.eatright.org/Reasons2See](#) #eatright

Coming Soon:





April	National Gardening Month
May	Celiac Awareness Month
June	National Great Outdoors Month

Follow the Academy on social media!

For professional news and updates:

-  www.facebook.com/eatrightPRO
-  <https://x.com/eatrightPRO>
-  www.linkedin.com/company/eatrightpro
-  www.instagram.com/eatright_PRO
-  www.youtube.com/user/EatRightPROtv
-  www.threads.net/@eatright_pro

For messaging to share with clients and consumers:

-  www.facebook.com/EatRightNutrition
-  <https://x.com/eatright>
-  www.youtube.com/user/EatRightTV
-  www.pinterest.com/kidseatright/



The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving health and advancing the profession of dietetics through research, education and advocacy.