



Pick Tennessee Products

Social Media Asset Kit

2025



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01

Sample Posts

Organic creative media for the month of August



IG & FB Carousel

What's In Season?

Think watermelon's just for slicing and chilling? Think again—this summer staple is great on the grill, too. 🍉

🔥 Try this: Grilled Watermelon Slices

Brush thick wedges with a little olive oil and sprinkle with sea salt. Grill for 2–3 minutes per side until grill marks appear and the edges caramelize. Optional: squeeze of lime, sprinkle of feta, or a dash of chili powder for a sweet-heat kick!

📸 Tag us if you give it a grill and post to your IG story!

#cookingwithpicktnp #livelikealocal
#grilledwatermelon #tennesseegrown



August

What's
in season?

IG & FB Carousel

What's In Season?: Carousel



IG & FB Carousel

Meet Lori & Jim

Ever wonder what it takes to start a farm from the ground up—with no blueprint, just a calling? Meet Lori and Jim Bircckhead at @byfaithfarm, who since 2011 have donated thousands of pounds of produce to help people feed their families nourishing food.

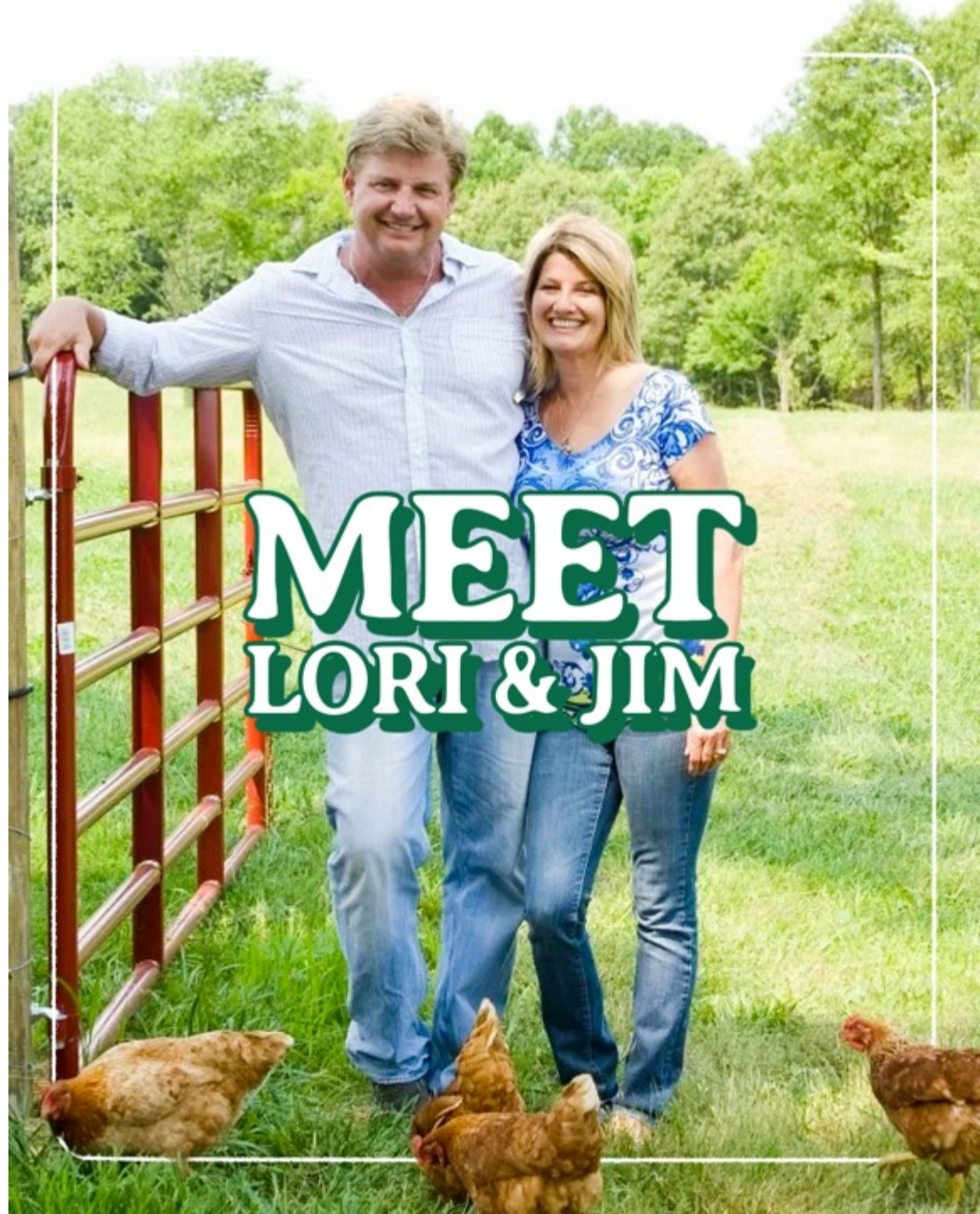
Nestled in Joelton, TN, By Faith Farm grows fresh, nutrient-dense food with care, intention, and prayer. 🙏 Says Lori: “We are what we eat. We can impact many lives by providing quality, organic food. We believe in health responsibility, food justice, and hunger relief.”

Bonus! The farm is conveniently located 15 miles from downtown Nashville. So, grab the fam for some fresh-cut flower fun, currently Tuesdays and Saturdays from 9AM – 12PM. 🌻

💬 Know a farm or maker like this in your area? Tag them below—we want to invite them to become members at Pick TNP and highlight the good work they’re doing across Tennessee.

Click the link in our bio for more information about how Lori and Jim manage their farm, including volunteering at their nonprofit Fed by Faith, and how to book a farm stay or have your wedding on their gorgeous property. 🌻

#LiveLikeALocal
#PickTNP
#UpickFlowers



IG & FB Carousel

Meet Lori & Jim: Carousel



IG & FB Post

Special Treat Sunday

You work hard and it's the end of the week. Pick TNP and its members are here to support your much-deserved bit of indulgence.

Special Treat Sunday is an invitation to Live Like a Local; to slow down and savor the good stuff. Maybe your groceries are taken care of for the week. Great! Come to the market and poke around for something just for you. From honey, herbs, candles, tea, soap, BBQ sauces, and more—there's not a chance you won't find your "jam"! There's always the option to buy yourself a gorgeous seasonal bouquet or come hungry with your friends and eat at a local food stand.

This Sunday, wander your local farmers market on a discovery mission to find a new favorite treat, just for you. A proud Tennessean.

Click the link in our bio for an interactive map of statewide markets!



IG & FB Post

CSA Gifting

Produce and flowers and meats! Oh my! From east to west, Pick TNP has over 100 members offering community-supported agriculture (CSA) programs—perfect for any gift giving occasion. 🎁

As you live and breathe in Tennessee, Pick TNP and its members are here for your every life event. Do you have upcoming baby showers and weddings? 🌸 You could order a flower CSA for yourself and select and gift flowers all spring and summer long. Or maybe there's someone in your life who is facing ongoing challenges. Create ease in their world with a gift of weekly fresh produce. And for dad or BBQ season, there's meat. You could even build your own Live like a local gift basket shopping at your local farmers market. 🛒

When you Live like a local—you're gifting more than just tasty food or fresh cut flowers. You're investing in your community.

#LiveLikeALocal
#GiftingLocal
#TennesseeStrong
#PickTNPI



IG & FB Carousel

How to Live Like a Local

Living like a local means slowing down and looking around.

Maybe you're planning a bachelorette weekend in Nashville. Why not swap the bar crawl for a vineyard picnic, flower picking, or a trip to the market where a Pick TNP member can help build a custom charcuterie box?

Or... maybe it's staycation time. Living like a local is all about taking a Sunday drive and weaving through small towns along the I-840 and I-65 corridor. Stop at a farm for eggs, wildflowers, and that homemade pie you can bring to Sunday dinner with the fam.

Comment 'TRIP' for tips on building your Live like a local weekend itinerary sent to your DMs.

Click the link in bio to find a farm stand near you!



Live like a local.

IG & FB Carousel

Farmers Market Spotlight

Farmers market alert for 8/22 & 8/23! How about a family run to a local farmers market for fresh produce and tasty treats this weekend? 🍌 Here's just a few of the PickTNP members participating in markets across our beautiful state. 🌻

@franklinfarmersmarket (Franklin – every Saturday)

@farmersonfirst (Cleveland – Sundays at 11am)

@nashvillefarmersmarket (Nashville – every weekend)

Stop by and pick up some fresh farm goodies! 🍷

Check the link in our bio for an up-to-date mapping of all our members—the list is as long as the summer is hot! 😎



August 22-23

Farmers Markets

@franklinfarmersmarket

Saturday

@farmersonfirst

Sunday

@nashvillefarmersmarket

Everyday



IG & FB Post

Rhubarb Hack

Too much rhubarb in your CSA box? We've been there. 🧑🌾

Tip of the Week: Stew those tart stalks with a drizzle of honey, a little orange zest, cinnamon, and clove—perfect for spooning over yogurt, spreading on toast, or stirring into oatmeal.

Got your own rhubarb hack? Tag us and share how YOU Live like a local.

🏠🌿 Find more seasonal inspiration at PickTNProducts.org

#LiveLikeALocal
#RhubarbSeason
#PickTNP



IG & FB Carousel

New Member Welcome

Ready for your one-of-a-kind seasonal flower bouquet delivery? Say hello to one of our newest Pick TNP members, Stacy Harwell of McKenzie in West Tennessee. A registered nurse turned flower farmer, Stacy created Stacy's Blooming Acres with the goal of bringing extra joy into the home she shares with her loving children, husband, and pets. Now she brings on the blooms by supplying fresh cut flowers to local florists, providing a friendly spot to cut your own, and even offering a subscription service!

@staceyharwell0584

Welcome to the Pick Tennessee products family, Stacy and family!

Calling all New Members! Our list is growing strong, just like our communities. Make sure to reach out for a chance to be featured in our New Member Welcome.

#LiveLikeALocal
#BoquetDelivery
#TennesseeStrong



IG & FB Carousel

New Member Welcome: Carousel



IG & FB Video

Tennessee Spinners

We're coming up on gourd season! 🍂 Keep an eye out for one of Tennessee's most charming heirloom treasures: the **Tennessee Dancing Gourd**, also known as the **Tennessee Spinner**. These ornamental gourds have been passed down through generations—spun by kids and saved by growers as a symbol of Tennessee's agricultural roots.

Learn more about heritage produce and local farms at PickTNProducts.org and tag a friend you want to visit a Tennessee farm with this fall!

#TennesseeDancingGourd

#LiveLikeALocal

#FallPumpkinPatch



02

Asset Templates

Reusable templates for Instagram and Facebook



IG & FB Carousel: Template

What's In Season?

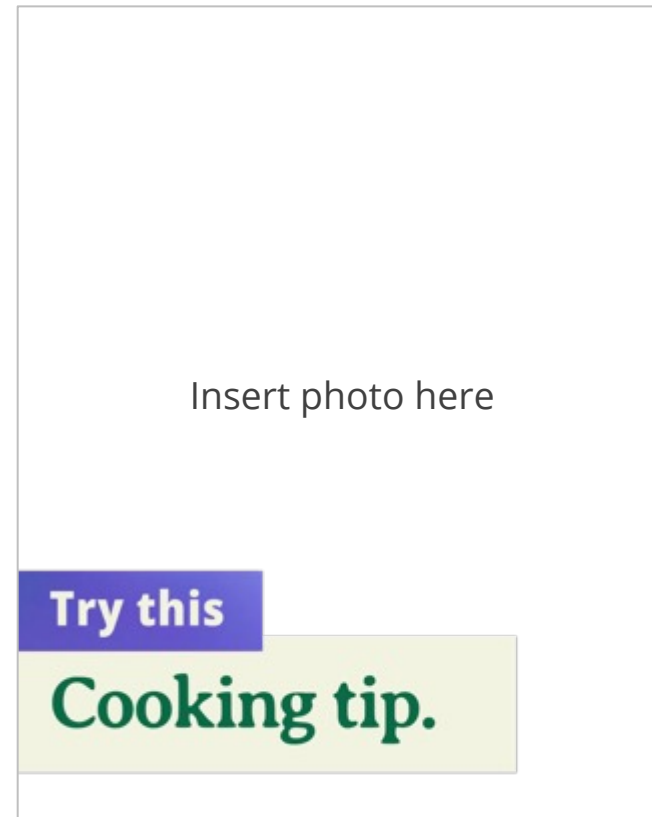
"What's In Season?" is a simple trio of images highlighting produce that came into season this month.

1. Month and Title, playfully askew
 - Edit "month" copy
 - Adjust colors to other brand colors, if desired
2. Produce on a gradient
 - Edit "produce name" copy
 - Search media for picture of produce. Under edit, select "remove background" and place in center
 - Search media for "gradient." Select one that highlights a color from the produce. Under edit, select "set as background"
3. Produce Tip
 - Replace "Try this" background with the gradient on the second page
 - Type in cooking tip
 - Drop in background image of cooking tip



What's in season?

What's In Season?: Carousel



IG & FB Post or Carousel: Template

New Member Welcome

The “New Member Welcome” introduces the audience to a new PickTN member.

1. Meet So & So
 - Edit “name” copy
 - Drop in photo of the member in back layer
 - Move copy & sticker to optimal spot for image
2. Image(s) of their product/location/family, etc
 - Drop in images that help their story come to life
3. Call to Action
 - Edit “call to action” copy
 - Edit “At this location” copy
 - Drop in image highlighting the call to action (ie. Market stand, hayride, etc)

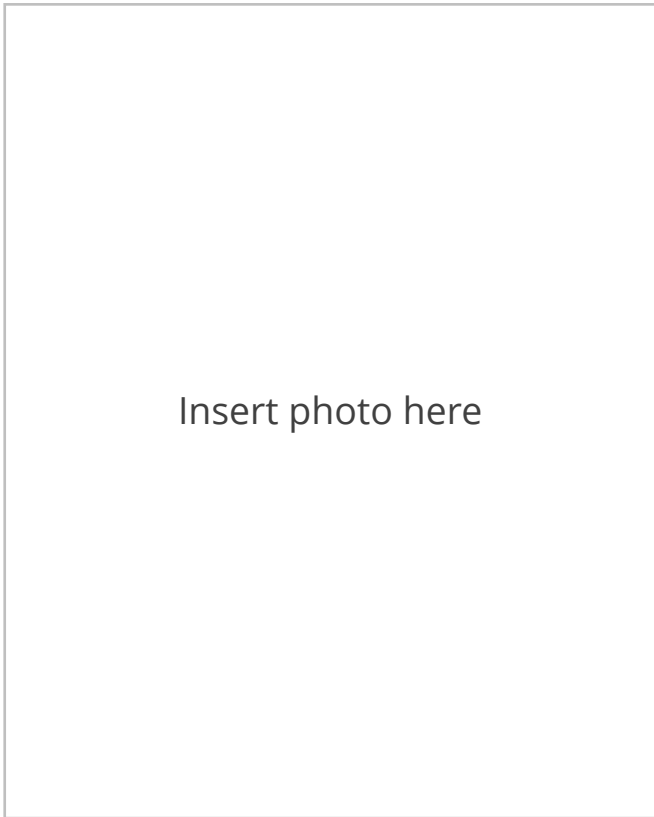
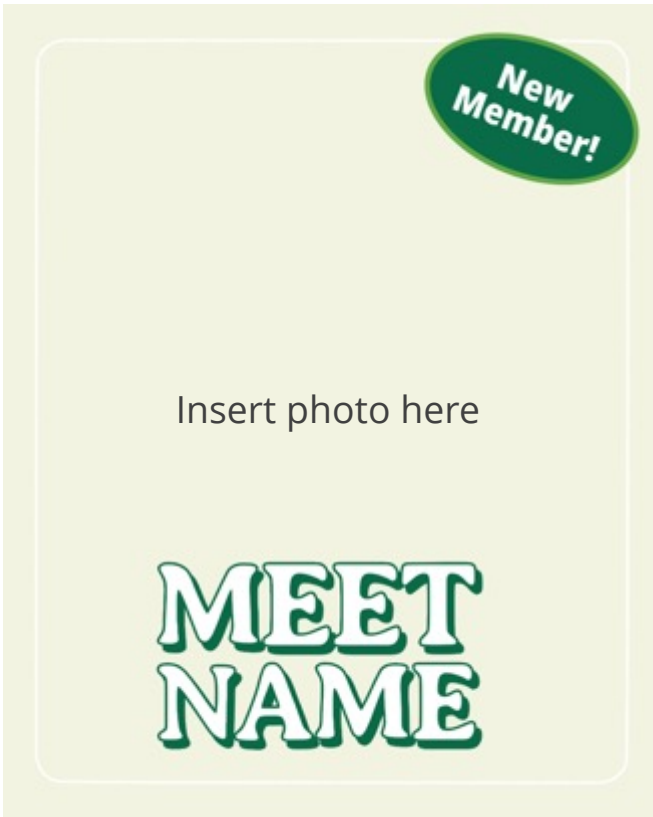


Insert photo here

MEET
NAME

IG & FB Carousel: Template

New Member Spotlight: Carousel



IG & FB Post: Template

Live Like a Local.

“Live Like a Local” shows how the audience can tap into the local Tennessee experience, all with an evocative image and a sticker.

1. Image and Sticker

- Drop storytelling image in bottom layer, beneath sticker
- Place sticker where it is least obtrusive to the image

Insert photo here



IG & FB Post: Template

Product Spread

The “Product Spread” post showcases an array of tantalizing Pick TN products.

1. Featured Products

- Based on the post’s subject, select an array of product images. They can be generic (i.e. honey) or from a Pick TN member (i.e. packaged honey from a Pick TN member).
- Upload the images or search for images via the media tab in Adobe Express. Under “edit”, select “remove background”
- Resize the objects and set them playfully askew.
- When posting the image, tag the Pick TN Members whose product images you used.

Example Image



IG & FB Post: Template

Farmers Markets

“Farmers Market” features upcoming farmers markets in Tennessee across a given span of time.

1. Featured Markets

- Edit the “Month #-#” copy to selected dates
- Edit the “@Instagram” and “Day of the Week” copy to the relevant markets and weekdays
- Search media for “gradient.” Select a light one that is different from the last farmers market post. Under edit, select “set as background”
- Move or add stickers from the Brand space. Rotate them so they are playfully askew.



Month # – #

Farmers Markets

@Instagram

Day of the Week

@Instagram

Day of the Week

@Instagram

Day of the Week



IG & FB Post: Template

Product Spotlight

The “Product Spotlight” features a type of produce or product and an interesting fact or tip in the copy.

1. Featured product

- Edit “product name” copy
- Search media tab for picture of product. Under edit, select “remove background” and place in center.
- Search media for “gradient.” Select one that highlights a color from the produce. Under edit, select “set as background”



Example Image



IG & FB Post or Carousel: Template

Meet a Maker

The “Meet a Maker” posts introduces the audience to a PickTN member and their product.

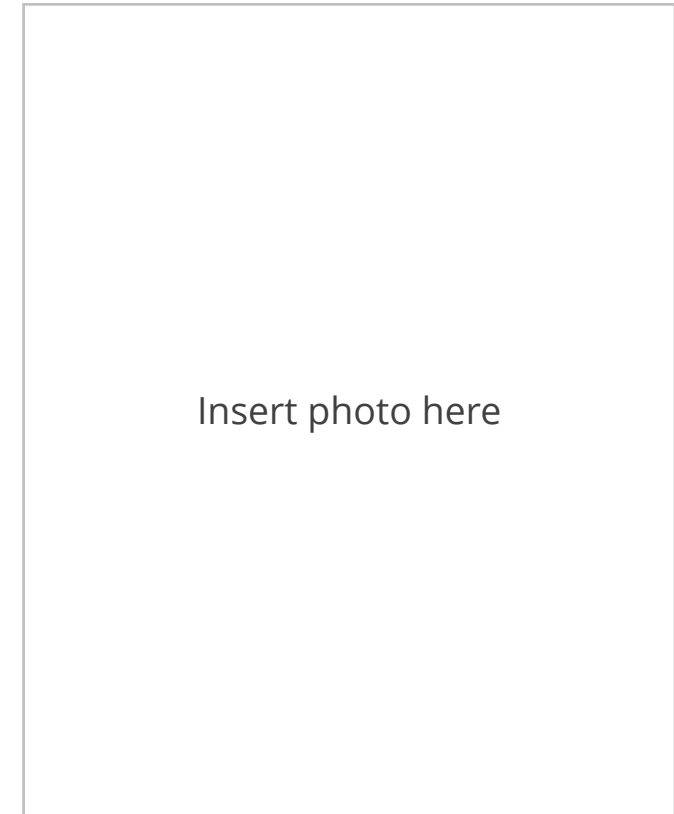
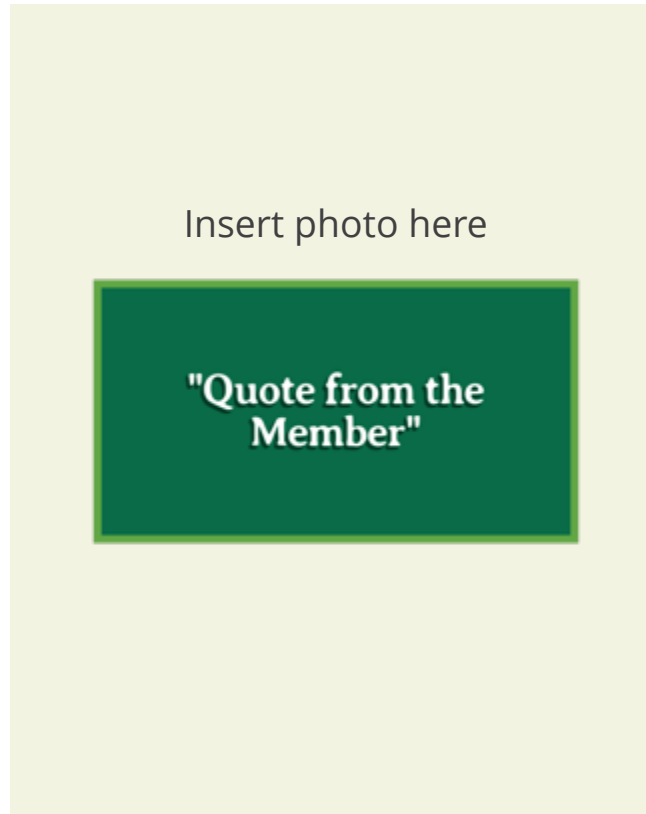
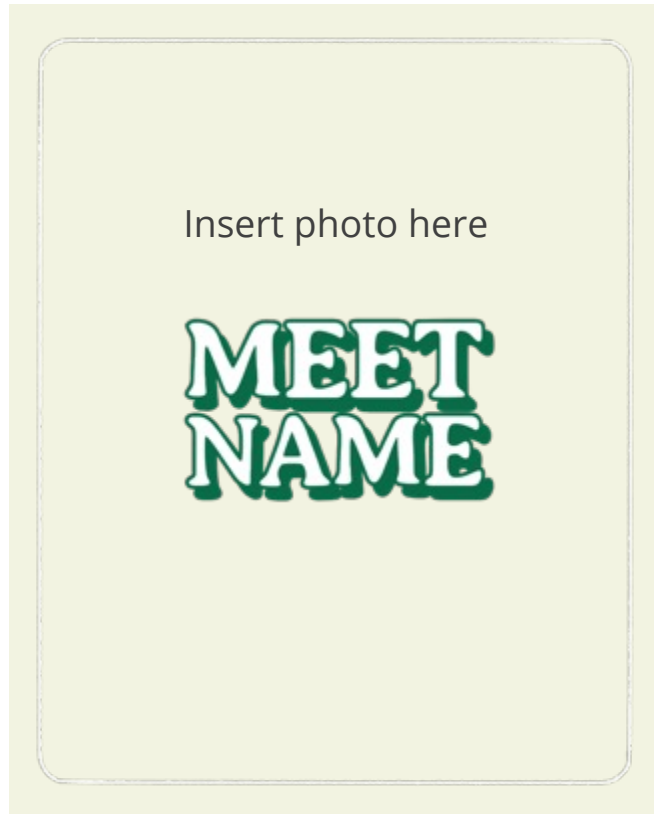
1. Meet So & So
 - Edit “name” copy
 - Drop in photo of the member in back layer
 - Move copy optimal spot for image
2. Quote & image
 - Edit the “quote” copy
 - Drop one of their images in the bottom layer
3. Image(s) of their product/location/family, etc
 - Drop in images that help their story come to life

Insert photo here

MEET
NAME



Meet a Maker: Carousel



IG & FB Post: Template

Cooking Tip

The “Cooking Tip” post is a simple, delicious looking photo featuring a in-season ingredient.

1. Cooking tip

- Choose a simple cooking, preparation, or recipe tip for the post’s subject matter
- Either create original content, solicit or repost user-generated/influencer/member content, or select appropriate stock imagery
- Adjust image so it looks vibrant and appetizing, using the “adjust” tab
- If the content comes from another user or Pick TN member, tag them while posting.



Example Image



IG & FB Post : Template

Pick TN Logo & Image

The “Pick TN Logo” template highlights the Pick TN logo and one or several images in a grid behind it

1. Logo and Image(s)
 - Select background image(s), from Pick TN members, original content, or stock
 - Layer one or several behind the Pick TN logo, in the center of the post
 - Feel free to replace the logo with different Pick TN sticker variants (ie. Just the barn, just the logotype, the whole thing, tri star sticker) from the brand asset folder. Make sure it is playfully askew.

Insert photo here



03

Adobe Express Demo

A demonstration of the Pick TN Products brand in Adobe Express



What is Adobe Express?

Adobe Express is a free, user-friendly, all-in-one content creation app . It allows users to design and share various types of content, including social media posts, videos, flyers, and more. It offers a range of customizable templates, design elements, and AI-powered features to simplify the design process, making it accessible to both beginners and experienced users.

With Adobe Express, you can...

- Create and schedule social media posts
- Resize content easily (premium member feature)
- Use the Pick TN Fonts, assets, and brand images with the “Brand” hub (premium member feature)
- Use stock and generative AI imagery from Adobe stock (premium member feature)
- Create on a browser or using the mobile app



How to Access Premium Features

- **Individual Subscription:** Purchase a standalone Adobe Express Premium subscription. (\$9.99/month or \$99/year)
- **Creative Cloud for Teams:** If you have a Creative Cloud for teams subscription, Adobe Express Premium is typically included.
- **Teams Plan:** You can purchase the Adobe Express for teams plan directly from Adobe. (\$7.99/per person a month, \$4.99/per person a month for the first year. 2 person minimum).



Pick Tennessee Products

Brands > **B** Pick Tennessee Products

Overview

Logos

Colors

Fonts

Templates

Graphics

Colors **+**

[View all](#)

Fonts **+**

[View all](#)

Graphics **+**

[View all](#)



Header

Open Sans SemiCondensed ExtraBold

Header

Averia Serif Libre Light Italic



Thanks!

