

# Let's make some *buzz* on National Honey Bee Day!

**WHEN:** Saturday, August 20, 2022

**WHAT:** Join us for a social media campaign to make some noise about honey bee research, programming, factoids and more! From agriculture and horticulture to healthy eating and natural resources, there are lots of creative ways to align your current programming with the beauty of bees.

*Examples:* honey nutrition, recipes, locally sourced honey, backyard hive care, the importance of pollination, etc.

**WHERE:** Post from your UF/IFAS social media accounts and join the conversation by using **#FoodIsOurMiddleName** and **#NationalHoneyBeeDay**.

Also tag the flagship accounts:

**Twitter:** @UF\_IFAS

**Facebook:** @ufifasnews

**Instagram:** @ufifas\_solutions

**HOW:** Saturday is THE day, but that doesn't mean you have to work on a weekend. Feel free to schedule content in advance to publish on Saturday, or, push out some content on Friday

using phrases like "tomorrow is #NationalHoneyBeeDay..."

*What's next:* If you'd like to participate, please e-mail UF/IFAS Extension Agent Ken Gioeli at [ktgioeli@ufl.edu](mailto:ktgioeli@ufl.edu). Let him know what kind of content you plan to push and your account handle. This will help you stand out amongst the swarm.

Interested in helping with Spanish language resources and content? Please contact UF/IFAS Extension Hardee County Director Jona Bosques-Mendez at [jonael@ufl.edu](mailto:jonael@ufl.edu)

If you're looking for content ideas or unsure of how honey bees relate to your program, contact Amy Vu, UF/IFAS State Specialized Program Extension Agent, Apiary at [Amy.vu@ufl.edu](mailto:Amy.vu@ufl.edu).

