

# EMOJI BEST PRACTICES

“Emoji” is the term for the small pictures and symbols that people use to express feelings, thoughts and ideas in their digital communications. (If you’ve ever sent a smiley face in a text message, you’ve sent an emoji.)

For some, using emoji for business or promotional reasons may be new, but it can be helpful to make your communications more personal or garner attention, such as in an e-mail subject line. Following are ideas to get you started using the blueberry emoji.



## Ways to Use Emoji

Pick and choose what best suits your needs and communications channels.

### Internal Communications

Get your employees, suppliers, and customers excited about the new emoji, and encourage them to use it in their social media and share it in texts to their family and friends.

### Social Media

- Use the emoji in your posts and comments on Facebook, Instagram and Twitter
- Add the emoji to your bio/About Me sections on your platforms
- Announce the new emoji and encourage your followers to use it
- Encourage your followers to use the emoji when they respond to your posts (For consumer-facing accounts; i.e., “What’s your favorite way to eat blueberries? Reply with #IHeartBlueberries and 🍷”)

### Website

- Incorporate the image of the emoji into your website design, header or background
- Use the emoji to signal the end of the copy on each page of your website
- Announce the new emoji and encourage visitors to use it in their digital communications

### Email/E-newsletters

- Incorporate the image of the emoji into your header and/or footer
- Announce the new emoji and encourage subscribers to use it in their digital communications
- Use the emoji in subject lines and/or body copy

### Print Materials

- Incorporate the image of the emoji into your graphics, signage, recipe cards, u-pick materials, etc.

### Contests and Promotions

- Make the use of the blueberry emoji part of the way consumers qualify for online contests and promotions (i.e., “To enter, name your favorite blueberry recipe with #IHeartBlueberries and 🍷”)

## Emoji Do’s and Don’ts

for reference when you’re writing copy that includes the blueberry emoji

**DO** use both the emoji and the word “blueberry” for social media posts and published communications online. This will ensure you are still reaping the benefits of search engine optimization

**DON’T** use emoji to replace the word “blueberry,” unless in a text message or informal communications

**DO** add emoji before or after a sentence

**DON’T** use emoji in the middle of a sentence, unless in a text message, graphic design or informal communications

**DO** use a punctuation mark followed by an emoji

**DON’T** use emoji as punctuation at the end of a sentence, unless in a text message or informal communications

**DO** use emoji and the USHBC hashtags (#YearoftheBlueberry 🍷 #IHeartBlueberries 🍷)

**DON’T** hashtag an emoji (# 🍷)

**DO** use the blueberry emoji with positive emoji that relate to growing, eating and cooking with blueberries

**DON’T** use the blueberry emoji with any other emoji that could be interpreted negatively or confuse consumers

Flip the page for a list of other emoji that pair well with blueberries and blueberry recipes/uses.



# Suggested Emojis to Pair with Blueberries

## Foods/Forms



Ice cube (to represent frozen blueberries)

## People



Chefs



Farmers

## Mealtime



Bagels



Bread



Bowl with utensil  
(cereal, bowl recipes)



Pancakes



Salad



Waffles



Wrap

## Positive Faces



Happy hands



Heart-eyed



Party hat



Smiling faces



Starry-eyed



Sunglasses

## Beverages



Champagne bottle



Champagne glasses  
toasting



Coffee



Martini



To-go cup (smoothies)



Tropical drink

## Baked Goods and Sweets



Cake



Cake slice



Cookie



Cupcake



Doughnut



Ice cream



Pie

## Positive Hand Signals



Clapping



High-five



Thumbs-up

## General



Heart (blue)