**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 🍌”)

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**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
- Add the emoji before or after a sentence
- Use a punctuation mark followed by an emoji
- Use emoji and the USHBC hashtags (#YearoftheBlueberry 🍌 #IHeartBlueberries 🍌)
- Use the blueberry emoji with positive emoji that relate to growing, eating and cooking with blueberries

**DON’T**
- Use emoji to replace the word “blueberry,” unless in a text message or informal communications
- Use emoji in the middle of a sentence, unless in a text message, graphic design or informal communications
- Use emoji as punctuation at the end of a sentence, unless in a text message or informal communications
- Hashtag an emoji (#)
- 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

<table>
<thead>
<tr>
<th>Foods/Forms</th>
<th>Mealtime</th>
<th>Positive Faces</th>
<th>Positive Hand Signals</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice cube (to represent frozen blueberries)</td>
<td>Bagels</td>
<td>😊 Happy hands</td>
<td>🙌 Clapping</td>
<td>💙 Heart (blue)</td>
</tr>
<tr>
<td>Chefs</td>
<td>Bread</td>
<td>😍 Heart-eyed</td>
<td>👏 High-five</td>
<td></td>
</tr>
<tr>
<td>Farmers</td>
<td>Bowl with utensil (cereal, bowl recipes)</td>
<td>😈 Party hat</td>
<td>👍 Thumbs-up</td>
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<tr>
<td></td>
<td>Pancakes</td>
<td>😊 Smiling faces</td>
<td></td>
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<tr>
<td></td>
<td>Salad</td>
<td>😲 Starry-eyed</td>
<td></td>
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<tr>
<td></td>
<td>Waffles</td>
<td>😎 Sunglasses</td>
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<tr>
<td></td>
<td>Wrap</td>
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<tr>
<td></td>
<td>Cake</td>
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<td></td>
<td>Cake slice</td>
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<td>Cupcake</td>
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<td>Doughnut</td>
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<td></td>
<td>Ice cream</td>
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<tr>
<td></td>
<td>Pie</td>
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<td></td>
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</tbody>
</table>

**People**
- Chefs
- Farmers

**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

**Positivity Emojis**
- Positive Faces
- Positive Hand Signals