

#AlaskaSeafoodHacks

January 27 – March 4, 2022

Communications Toolkit



As the nation's largest and premium source for wild seafood, the Alaska seafood industry and its partners know a thing or two about preparing fish. That's why ASMI is introducing #AlaskaSeafoodHacks, a program to uncover the best tips for cooking up delicious, nutritious and sustainable seafood.

ASMI is partnering with well-known chefs and culinary influencers to spread the word, and as a member of the Alaska Seafood family, we'd love for you to share your hacks or invite your customers, fans and followers to join in.

From January 27 – March 4, 2022, use this toolkit to join the #AlaskaSeafoodHacks program.



How you can participate in #AlaskaSeafoodHacks

Beginning January 27 at 9am AKST and through March 4, you can publish posts using the image graphics in this toolkit, create your own images or share Alaska Seafood's posts to your own social channels.

Download the campaign toolkit images

POST

- On social, post your own content using #AlaskaSeafoodHacks and tag Alaska Seafood's account ([Facebook](#) or [Instagram](#)) any time between January 27 and March 4.
- Publish the #AlaskaSeafoodHacks call-to-action posts on your social channels any time between January 27 and March 4.
- Download and share the ASMI-provided graphics of sample #AlaskaSeafoodHacks; suggested captions are included in this document to make sharing easy.

CREATE

- Do you have a seafood hack up your sleeve? Share your own tips and tricks with #AlaskaSeafoodHacks. (Your idea may even be featured on Alaska Seafood's social channels and website).

FOLLOW & SHARE

- Join Alaska Seafood on [Facebook](#), [Instagram](#) and [Pinterest](#) to see and share the best seafood hacks.
- Share Alaska Seafood's posts to your own social channels by simply reposting, retweeting or sharing to your own Instagram stories.

VISIT

- Find more information and seafood hacks at <https://www.alaskaseafood.org/alaska-seafood-hacks/>



Key Messages

You can use these messages when publishing to your social channels. If you don't know what to say, you can also share Alaska Seafood's posts directly to your own channels.

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- As people are cooking seafood more than ever, the Alaska seafood industry is sharing and uncovering the best tips for cooking up delicious, nutritious and sustainable seafood through #AlaskaSeafoodHacks.
- #AlaskaSeafoodHacks are quick and clever, yet simple tricks that will surprise you and change the way you prepare and eat fish.
- Elevate your seafood game with #AlaskaSeafoodHacks.
- The greatest hack of all is to #AskForAlaska when buying or eating seafood to guarantee that your seafood is wild and sustainable.
- Share your tips with #AlaskaSeafoodHacks and follow @AlaskaSeafood on Instagram, Facebook and Pinterest to see more clever hacks.



Call-to-Action Social Media Posts

This is a guide only. Feel free to use your own words to express how you're creating and promoting #AlaskaSeafoodHacks.

You can reshare directly from the Alaska Seafood Instagram account or download the ASMI-provided image files [here](#).

Please contact info.request@alaskaseafood.org for customizable design files.



Recommended post on January 27

Seafood lovers unite. We're joining @AlaskaSeafood in finding and sharing the best #AlaskaSeafoodHacks. What's your secret to cooking seafood? Post and tag us for a chance to be featured.



Recommended post during the week of January 31

Our friends at @AlaskaSeafood are looking for your favorite #AlaskaSeafoodHacks. Ours is to <insert idea.>. What seafood cooking tips do you have up your sleeve? Share them with us by tagging @AlaskaSeafood and using #AlaskaSeafoodHacks.



Call-to-Action Instagram Stories

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Recommended post
on January 27



Recommended post
during the week of
January 31



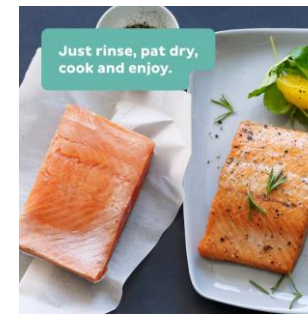
Sample Social Media Posts

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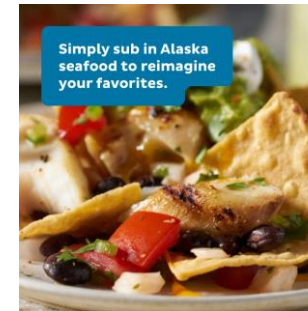
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Post anytime January 27 – March 4



There's no need to thaw. Really. Frozen Alaska seafood is easy to cook when you're short on time. #AlaskaSeafoodHacks



From Alaska rockfish nachos to a wild Alaska pollock Reuben to an Alaska cod BLT, the options for #AlaskaSeafoodHacks are endless.



Seafood protein and flavor comes straight from the can. Share your quick recipes using canned salmon. #AlaskaSeafoodHacks



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#ALASKASEAFOODHACKS

SEASON AFTER YOU FLIP



Avoid the burn by cooking one side then seasoning.



SHARE YOUR BEST ALASKA SEAFOOD HACKS BY TAGGING @ALASKASEAFOOD AND USING #ALASKASEAFOODHACKS



Skip sticky pans and head straight towards seafood deliciousness. Let's see your #AlaskaSeafoodHacks.

#ALASKASEAFOODHACKS

THE PERFECT SEAR



Wait until your fish releases from the pan for a perfect sear.



SHARE YOUR BEST ALASKA SEAFOOD HACKS BY TAGGING @ALASKASEAFOOD AND USING #ALASKASEAFOODHACKS



Ready to take your seafood to the next level? Show us how to get the perfect sear. #AlaskaSeafoodHacks



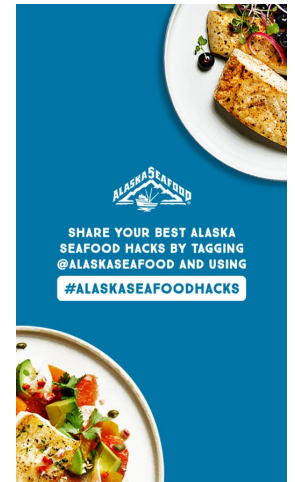
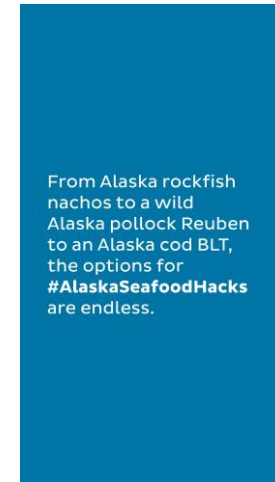
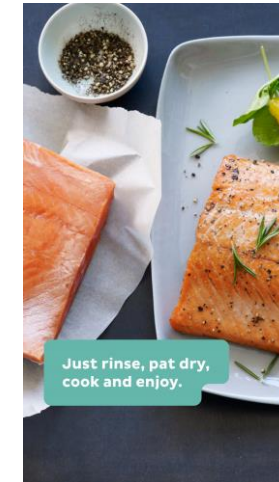
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#ALASKASEAFOODHACKS

PROTEIN PACKED
IN A SNAP



Reach for ready-to-eat
canned Alaska salmon when
you don't have time to cook.



Seafood protein and
flavor comes straight
from the can. Share
your quick recipes
using canned salmon.
#AlaskaSeafoodHacks



SHARE YOUR BEST ALASKA
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#ALASKASEAFOODHACKS THE PERFECT SEAR



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Ready to take your seafood to the next level? Show us how to get the perfect sear.
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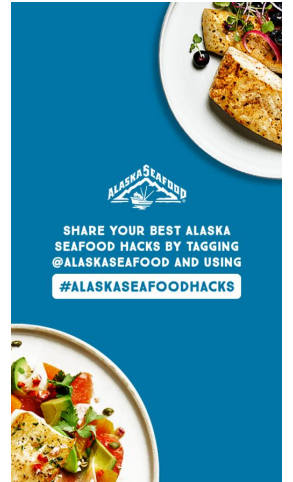
#ALASKASEAFOODHACKS MASTER THE GRILL



When grilling, keep the skin on to prevent your fish from falling apart.



Grilling is easy and helps bring out the flavor of your Alaska seafood. Post your own
#AlaskaSeafoodHacks



Example Hack Ideas

Please use this guide for your own inspiration. Here are some more ideas for topics you can post to your own social channels with [#AlaskaSeafoodHacks](#).

Preparation Techniques

- Buy a whole fish to spread it out across meals/dishes
- Fast ways to crack crab legs
- Removing pin bones
- Salmon jerky or salmon candy

Cooking Techniques

- Smoking (hot smoked vs cold smoked)
- Brining (lox vs gravlax)
- Wood plank grilling
- Frying (air fry vs deep fry vs pan fry)
- Poaching
- Quick marinating / pickling
- Unconventional spice rub, marinade, butter
- Campfire grilling
- Broiling
- Instant Pot / Sous vide

