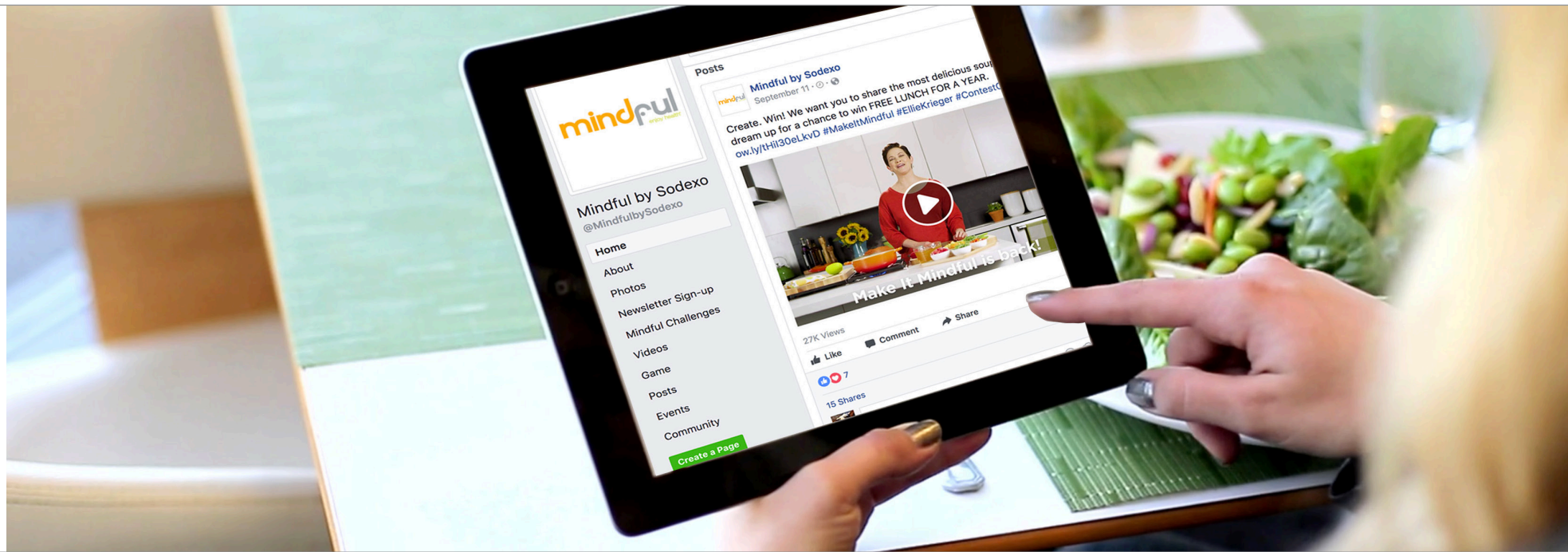


MINDFUL ONLINE



Mindful's pillars of Eating, Living and Community...

are supported through social media, where we engage guests and encourage them to make small lifestyle changes on their journey toward wellness. It makes Mindful friendly and fun. It also keeps us in constant contact with our ever-growing guest base, allowing us to promote Mindful Heroes and build demand for products.



Involvement

Mindful also brings people together, with sponsored activities, forums, and other gatherings. It's easier when everyone is Mindful together!

Communication

Social media gives us the ability to have two-way conversations with our guests, gathering their feedback, answering their questions, and building their excitement. We talk to more than 50,000 people every day!



Remember

Mindful's social media isn't just for the guest. We want you and your team to join and participate as well. Everyone can be Mindful!

SOCIAL MEDIA TOOLS

The Mindful site is packed with:

- Tips for being Mindful throughout the day
- Recipes for home cooking – even items for kids
- Forums where guests can share stories
- Tools to track progress
- Periodic contests to engage our guests

Mindful.sodexo.com is not just for guests, but for you and your team too!



MINDFUL.SODEXO.COM

The Mindful website is loaded with great tools, tips and expert advice for healthy living and eating. Mindful Heroes are featured so guests know what's available in their cafés – and several recipes are posted so they can make them at home! Dozens of educational articles cover a variety of topics, from portion control, proper hydration, stress relief, and the seven secrets of happiness.





TWITTER



Twitter creates an instant – and friendly – connection with guests. Follow @Mindful_Sodexo

FACEBOOK



The Mindful by Sodexo Facebook page shares upbeat, positive messages with our guests and colleagues on a wide variety of topics.

- Mindful Heroes are always promoted, helping to increase guest demand for products
- Inspirational quotes to give a quick boost to the day
- Quick tips for healthy eating
- Ideas for healthy living
- Encouragement about exercise

LINKEDIN



With an audience made up of professionals, LinkedIn users enjoy Mindful's educational articles.

www.linkedin.com/company/mindful-by-sodexo

PINTEREST



Users keep Mindful front and center by pinning recipes, articles, challenges and more. Pinterest makes it easy to stay Mindful!

Follow [mindfulbysodexo](https://www.pinterest.com/mindfulbysodexo)

INSTAGRAM



The number one social media spot for sharing food photos!

Follow [mindful_by_sodexo](https://www.instagram.com/mindful_by_sodexo)

mindful
by sodexo

