

National Gumbo Day - Social Media Kit

October 12th, 2025

Nothing says Louisiana like gumbo, so let's celebrate National Gumbo Day in a big way! Explore Louisiana is looking forward to collaborating with CVBs across the state in promoting the famous dish on our social channels. Posts are encouraged **the week of Oct. 6-12.**

Examples:

- **Top 5 places to get gumbo in _____ Parish!**
(Reel or Photo carousel - collaborate and tag @ExploreLouisiana)
- **Watch Chef _____ make Seafood Gumbo**
(Reel - collaborate and tag @ExploreLouisiana)
- **Come shopping with us for gumbo ingredients in _____ Parish!**
(Reel - collaborate and tag @ExploreLouisiana)
- **This or That: Gumbo Edition (Potato Salad vs Okra etc.)**
(Reel or Photo carousel - collaborate and tag @ExploreLouisiana)

**CVBs have creative freedom. These are just ideas!*

Hashtags:

#NationalGumboDay
#OnlyLouisiana

Collaborate/Tag:

Facebook: @ExploreLouisiana
Instagram: @explore.louisiana

