

# Don't Wash Your **CHICKEN!**

## Social Media Toolkit

a guide for online messaging for poultry food safety



# Context

Many home cooks incorrectly believe that you must wash raw poultry to make it “clean” before cooking. However, research shows the exact opposite: rinsing raw poultry only serves to spread harmful bacteria through aerosolization and splatter, and cleaning up after the fact is ineffective. The spread of aerosolized bacteria is invisible to the naked eye and can travel farther than normal water splatter.

With modern poultry processing and food safety inspections mandated by law, rinsing store-bought poultry is an unnecessary and dangerous step in cooking. Instead, experts suggest cooking poultry to an internal temperature of 165° F to kill harmful germs. If cleaning is necessary or desired, one option is to dab the chicken with a paper towel, then dispose of the towel.

# About the Toolkit

This communications toolkit is available for PFSE's 13,000 health and food safety educators (BAC Fighters) and includes standardized social media copy and images for BAC Fighters to "plug and play" on their own social accounts.

## Key Messages

Don't Wash Your Chicken:

- It's risky – washing or rinsing raw poultry increases risk.
- It's unnecessary – chicken has already been washed.
- There's a better way – pat dry, separate, and cook.

Any cooking guides, recipes, and demos should mention washing hands, keeping raw poultry and juice separate from raw foods and cooked items, and cooking to an internal temp of 165°F.

It is also critical to state the importance of not rinsing or washing poultry, and if appropriate, direct audiences to FightBAC or other authoritative sources.

# Social Media Channels

Consider re-sharing from these social media accounts, from which these messages originate:



/FightBAC



/FightBAC



/company/PFSE



/safe.recipes



/foodsafetyathome



/user/BACFighter

# Hashtags

#dontwashyourchicken

#dontwashyourturkey

#foodsafety

#fightbac

#foodsafetymatters

#foodsafetyculture

#salmonella

#foodpoisoning

#stayhealthy

#dinein

#homecooking

#meals

#mealprep

#chicken

#poultry

#meat

#dinner

#nomnom

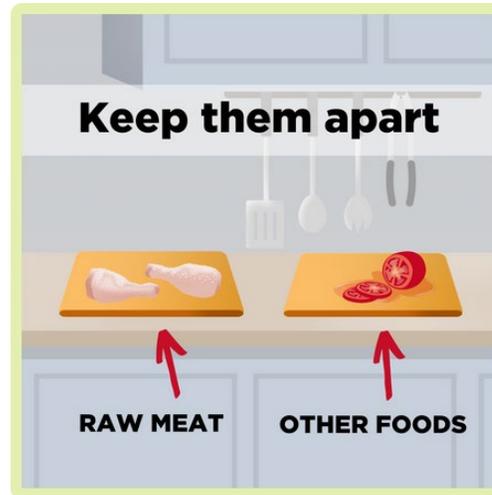
#grilledchicken

#instachicken

#prevention

# Anatomy of a post

Image



Text

Avoid cross-contamination! Anything that touches raw chicken should be kept separate from other foods and tools.

@Mentions

More tips from @FightBAC

#Hashtags

#KitchenTips #ChickenDinner

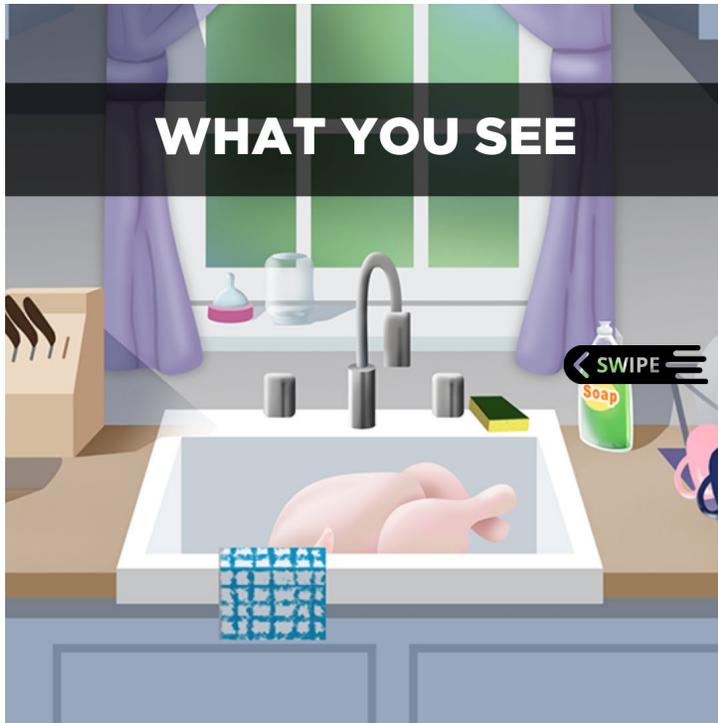
Accessibility

ALT TEXT:

Keep them apart. Raw meat and raw tomatoes on two different cutting boards.

# Sample Messages

1A



1B

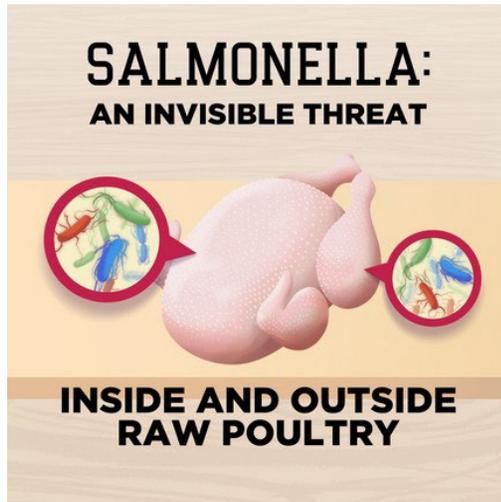
\*post these two images together



Cooking to an internal temperature of 165°F is the best way to make sure your #chicken is safe to eat. #DontWashYourChicken #foodsafety #FightBAC

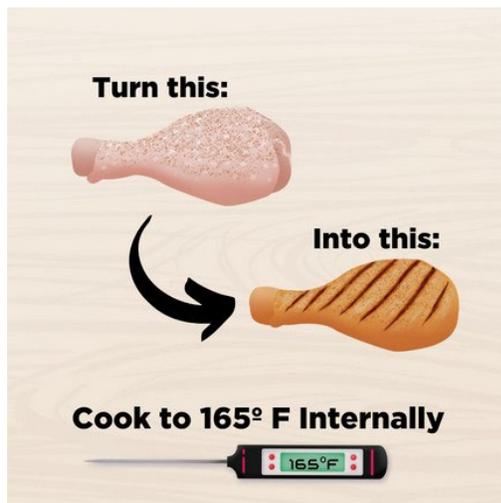
# Sample Messages

2



#Salmonella – a type of harmful #bacteria invisible to the naked eye – is easily spread when raw poultry is washed at home. Cook your #chicken to kill the bacteria. No washing necessary! #DontWashYourChicken

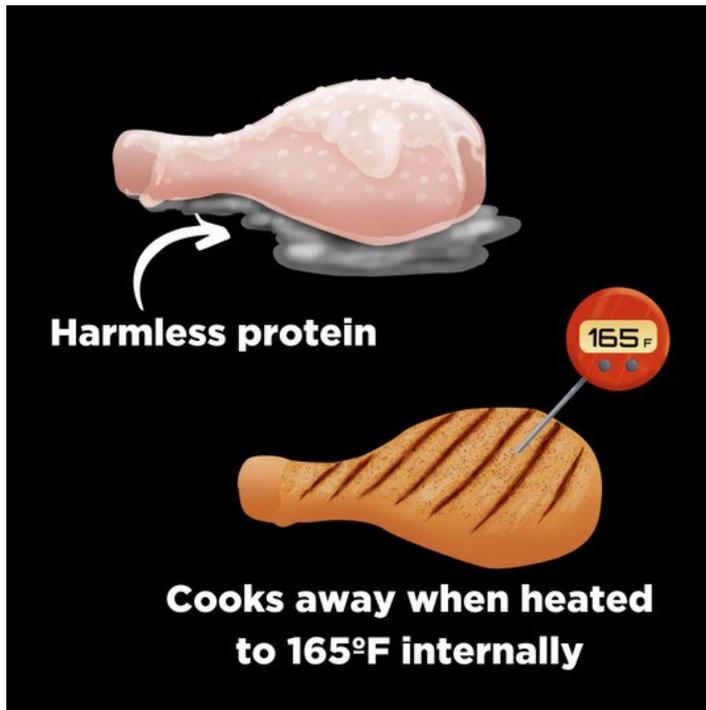
3



Cooking to an internal temperature of 165°F is the best way to make sure your chicken is safe to eat. #DontWashYourChicken #foodsafety #FightBAC

# Sample Messages

4



The “goo” found on raw poultry is harmless and will cook away easily. No need to wash your chicken: just cook it to an internal temperature of 165°F.  
#DontWashYourChicken

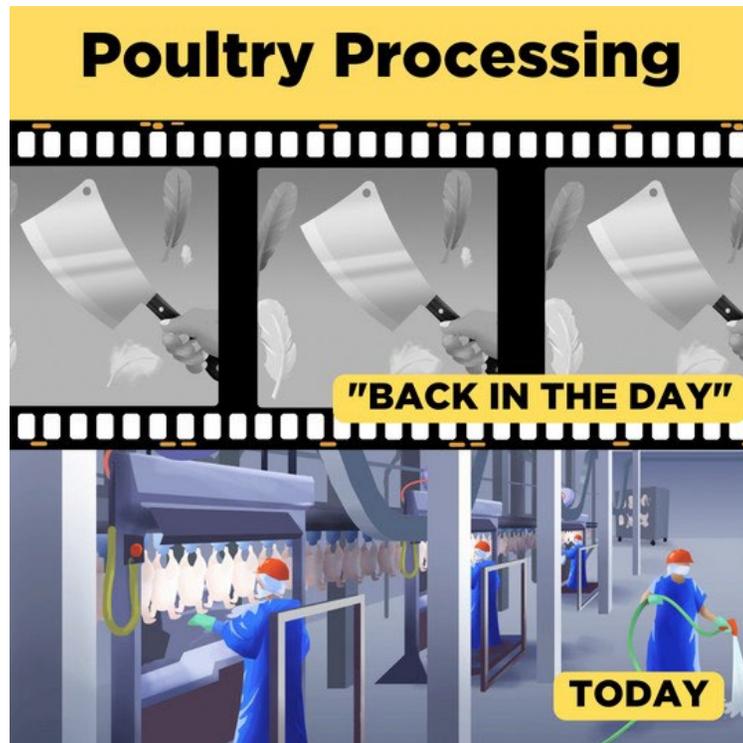
5



Wash your hands right before and after handling raw foods. Don't spread germs.  
#DontWashYourChicken  
#foodsafety #WashYourHands

# Sample Messages

6A



6B

\*post these two images together



Store-bought chicken is cleaned and inspected before it ever reaches your home so that you can cook it right away. No washing needed!  
#dontwashyourchicken #chickendinner  
#FightBAC

# Sample Messages

7A



7B



**\*post these two images together**

Rinsing raw poultry is dangerous!  
Bacteria spreads around your kitchen  
through splatter and airborne particles.

**#DontWashYourChicken**

# Sample Messages

8A



8B

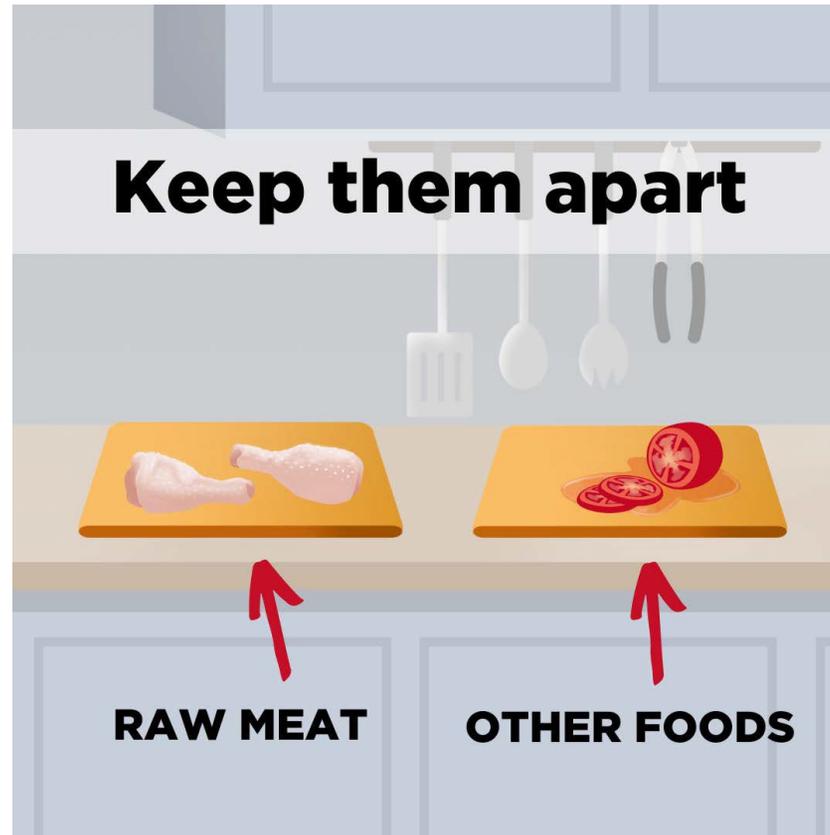
**\*post these two images together**



Rinsing raw poultry is dangerous!  
Bacteria spreads around your kitchen  
through splatter and airborne particles.  
#DontWashYourChicken

# Sample Messages

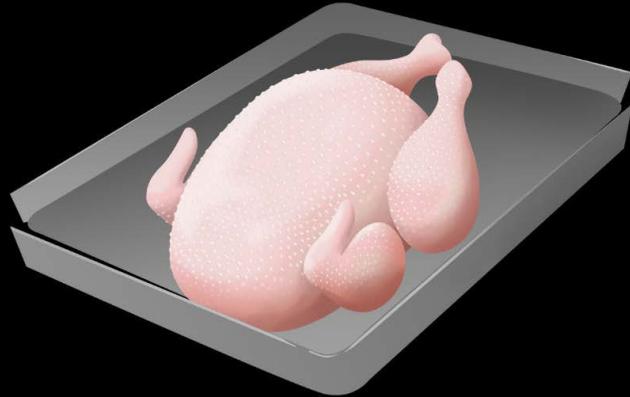
9



**Avoid cross-contamination! Anything that touches raw chicken should be kept separate from other foods and tools. Get more tips from @FightBAC #KitchenTips #ChickenDinner**

# Sample Messages

10



**UPDATE YOUR  
CHICKEN RECIPES**

**Remove instructions to "rinse" or "wash" poultry.  
This step is known to spread foodborne illness.  
JUST COOK IT**

**Update your recipes! Rinsing chicken increases the chances of spreading harmful bacteria around your kitchen. Cooking chicken to 165°F on a digital food thermometer is the ONLY way to kill bacteria. #foodsafety**

# Other messages

Keep your family safe! The #bacteria found on raw #poultry can make you and your loved ones sick. Separate it from fresh produce and ready-to-eat foods. #foodsafety #kitchentips #FightBAC

Update your recipes! Washing is an unnecessary and harmful step for cooking chicken. #chickenrecipes

Be careful! Raw poultry carries germs, and no amount of washing will make it safe to eat. Pat it dry with a paper towel, throw away the towel, wash your hands, and cook your bird. #foodsafetymatters #dontwashyourchicken

Bacteria from raw poultry can spread in invisible ways. Keep your raw chicken separate from other raw foods, and cook it right away. #dontwashyourchicken

Washing raw poultry before cooking actually INCREASES the risk of foodborne illness. #foodsafety #kitchentips

Don't get sick. Keep raw chicken away from other foods and surfaces, don't wash it, and cook to an internal temperature of 165°F. #dontwashyourchicken

This holiday season, spread cheer, not germs. Keep raw meat away from other foods, wash your hands, and don't wash your turkey. #safeholidays

# Additional Resources

- [Fight BAC! - Food Safety Mythbusters - Social Media Graphics](#)
- [Fight BAC! - The Story of Your Dinner - Social Media Graphics](#)
- [CDC - Food Safety Social Media Graphics](#)
- [FDA - Everyday Food Safety Resources for Health Educators](#)

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