



# Social Media for School Meals

Social media is an easy and free way to market your program to students and caregivers!

## TO GET STARTED

1. Seek any necessary approval from district administration.
2. Choose a platform (Examples: Facebook, Instagram, Twitter).
3. Create a simple, descriptive account name (e.g. Northeast School Department School Nutrition).
4. Select a hashtag to use on every post. Hashtags allow you to track its usage.
5. Consider partnering with your school to share content on existing social media accounts.

### SAMPLE HASTAGS

#NortheastSchoolDistrictMeals // #NortheastSchoolMeals // #[Mascot]SchoolMeals

## CHOOSE YOUR MESSAGE

### SHOWCASE NEW OFFERINGS

[INSERT A HEALTHY FARE like veggie or fish tacos, meatless chili, salad pizza, baked chicken nuggets, falafel, etc.] Day means big smiles in the lunch line!  
[INCLUDE PHOTO or LINK]

### LINK TO FREE MEAL APPLICATION

We know life is busy, parents forget, or life changes. Sign up for free meals any time during the school year!  
[INCLUDE LINK TO SIGN UP]

### BUILD YOUR BRAND

- Did you know #NortheastSchoolMeals school lunch looked this good? [INSERT PHOTO]
- #NortheastSchoolMeals are for everyone, even you. [LINK TO WHY SCHOOL MEALS INFOGRAPHIC]
- Not sure school meals are healthy? Check out these #fruitsandveggies and #wholegrains [INSERT PHOTO]
- [INSERT PRODUCT NAME/ MEAL] has [X grams] of whole grains and is a student favorite! [INSERT PHOTO]
- Students are #goingbananas for today's fruit picks! [INSERT PHOTO]
- Orange you glad it's Friday? [INSERT PHOTO]
- Do you think our jokes are #Corny? [INSERT PHOTO]
- Lettuce eat! [INSERT PHOTO]

## TIPS FOR SUCCESS

- Use photos as frequently as possible.
- Take clear, quality photos – good lighting is key.
- Maintain an active account! Posting multiple times per week can help keep an engaged audience.
- When students are in photos, make sure you follow district guidelines and have written permission.
- Collaborate with other district social media accounts by sharing posts, tagging, and linking on the district website.

MaineHealth

LET'S GO!

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For more information, contact [letsgo@mmc.org](mailto:letsgo@mmc.org)

Developed in partnership with the Center for Science in the Public Interest · January 2020