



Share Your School Nutrition Story! Using Social Media to Promote School Nutrition



Social media is a powerful tool for school nutrition programs because it increases program visibility, educates families about school meals, and shares program success stories.

Be sure to work within the parameters of your district's communications and social media guidelines.

Social Media Tips:

- Determine the social media platforms that suit your program's needs:
 - Facebook, Instagram, TikTok, Twitter, etc.
- Identify your decision makers and have a content approval process
- Keep messaging short, light, & positive
- Use high-quality graphics & pictures and receive consent before using images of people
- Provide links to districts websites when appropriate
- Engage with your audience and respond in a timely manner
- Have a plan for dealing with negative comments ([ICN Social Media Response Chart](#))
- Establish a schedule for regular posts to your platforms
- Create a #Hashtag to expand your influence (i.e. #NESchoolMeals)

What to Share on Social Media:

- Photos of meals and weekly or monthly menus
- Videos highlighting the value of school lunches (i.e. interviews from students, families, staff)
- Promotion for special meals, events, or celebrations
- Introduction to new menu items
- Share information on farm-to-school and other community partnerships
- Highlights of school gardens or local foods being served that week
- Reminders for families to complete annual meal benefit applications.
- Spotlight school nutrition staff and highlight accomplishments.
- Share data, wellness tips, and recipes

Tool: Social Media Post Examples

- School meals are nutritious, delicious, and affordable for all! To apply for free or reduced-price meals, contact your school at <XXX-XXX-XXXX > or email <name> at <email>.
- Lunch time is a great time to enjoy food with friends. Learn more about our school lunch program at <insert website url>.
- Families, do your mornings feel rushed? Let <name of school> take breakfast off of your plate. We serve wholesome and nourishing meals every morning!
- Did you know that research shows kids who eat a healthy lunch learn better in the classroom? We are committed to YOUR student's health and academic success, which is why we serve nutritious lunches at <name of school>.
- Happy Healthy Friday! During lunch today, we are serving our popular <insert food item>. Add <insert food item> to your lunch tray along with other fruits, veggies, proteins, milk, and whole grains. A healthy lunch will help you focus and do well in your classes! To see our full menu, go to <insert website url>.
- Where can students get a wholesome, balanced, nutritious meal for under \$4? At your local school cafeteria. Join us for a meal today!
- Kickstart your day with a grab and go breakfast from your school cafeteria for less than \$2.