SOCIAL AND WEB TIPS

SOCIAL MEDIA TIPS
This year’s NSBW theme is tailor-made for social media. The tips in this section will help you use Facebook, Twitter, Instagram, or Snapchat—wherever your program ‘lives’ online—to spread the word about your NSBW celebration.

FIRST THINGS FIRST: PREPARATION TIPS
1. If your district’s nutrition program doesn’t have its own social media presence (or even if you do), work with the communications office to develop posts for their page(s). They may have ideas, suggestions, and extra resources to help.
2. Decide which platforms you’re going to use, and why. Parents like Facebook and Twitter, while students report using Twitter for news and sticking to Instagram and Snapchat for social sharing.
3. Prior to NSBW, consider polling students to find out their favorite apps, and practice using them!
4. Practice taking social media-friendly food photos!
5. Schedule your posts in advance to save time. Facebook has its own scheduling feature, and other services and apps (e.g. Buffer, Tweetdeck, Hootsuite, etc.) also allow scheduling posts for Facebook as well as other platforms.
GETTING CREATIVE: DEVELOPING YOUR SOCIAL CONTENT

1. Use photos of faces (students, your nutrition team, school staff, and parents) if you can. Facebook ads that feature human faces perform better than those without.

2. Create your own photo booth and make some social media photo props using the I ♥ SCHOOL BREAKFAST logo and artwork. We have given you a head start and have some templates available to download at www.schoolnutrition.org/NSBW.

3. If you’d like to create your own graphics for social media, there are plenty of ways to do so:
   - You can use the Canva tool to create customized designed graphics
   - Or, use plain old PowerPoint to create your graphics. Just save the slide as a JPEG and you’re good to go.

4. Share photos of school breakfast/menu items, parties, prizes, special events, students, and special guests.

5. Do you have a photography wiz on staff? Ask them if they’d be willing to help take food photos.

6. Use the collected photos and stories from your staff members to create photo albums or stories on Facebook and Instagram.

7. Download SNA’s ready to use social media graphics at www.schoolnutrition.org/NSBW.

Don’t limit yourself to just photos! In the world of social media, photos are old news and it’s all about video. That’s because 100 million hours of Facebook videos are watched every day. Posting videos on Facebook will significantly improve both views and engagement (clicks, likes, shares) on your posts—and they’re proven to be more memorable.

♥ Consider going live. Launch a ‘Facebook Live’ video during NSBW. Interview students, staff, and administrators on air about the importance of school breakfast. Just make sure you have the help you’ll need to coordinate it and pull it off—start planning early and bring in a communications expert from your district.

♥ Post a ‘Cafeteria Tour’ video so your school community can see what a clean, friendly, and fun place it is both to eat and to work.
**MAKE YOUR OWN MEMES**

A meme is a humorous image, video, or piece of text that is copied (often with slight variations) and spread rapidly online. You’ve probably seen them all over your personal Facebook feed. Ask yourself, how could I apply that fun formula to social media content of NSBW? Here’s an example:

**PUT IT UP! CONTENT POSTING TIPS**

- Tag your photos and posts with the hashtag #NSBW18 (and schoolbreakfast if you have room).
- Update your Facebook page with a #NSBW18 branded cover photo from our Marketing & PR Resources section.
- Partnering with local farmers and food producers? Make sure to tag them when their food appears in your photos!
- No social media of your own? Send your photos to us on Facebook (@SchoolNutritionAssociation) and we’ll share them for you.

**EMOJI TRANSLATOR**

Consider adding emojis to your social media content. Familiarize yourself with the breakfast-ready emojis on your phone (e.g. fruit, eggs, milk carton, pancakes) as well as a vocabulary of other symbols that will come in handy. For example:

<table>
<thead>
<tr>
<th>School</th>
<th>🏫</th>
<th>🎒</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thumbs Up</td>
<td>👍</td>
<td></td>
</tr>
<tr>
<td>Awesome/Great</td>
<td>👍</td>
<td>👌</td>
</tr>
<tr>
<td>Fingers Crossed</td>
<td>👌</td>
<td></td>
</tr>
<tr>
<td>Strong</td>
<td>⚡</td>
<td></td>
</tr>
<tr>
<td>Delicious</td>
<td>😋</td>
<td>😞</td>
</tr>
<tr>
<td>Ready to learn</td>
<td>📚</td>
<td></td>
</tr>
<tr>
<td>Spread the word</td>
<td>👤</td>
<td></td>
</tr>
<tr>
<td>Prizes</td>
<td>🏆</td>
<td>🎩</td>
</tr>
<tr>
<td>Idea</td>
<td>🧠</td>
<td></td>
</tr>
<tr>
<td>Better academic</td>
<td>📖</td>
<td>📈</td>
</tr>
</tbody>
</table>
# SOCIAL MEDIA DOS AND DON'TS

<table>
<thead>
<tr>
<th>DO</th>
<th>DON'T</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Use hashtags to track the conversation: #NSBW18 and #SchoolBreakfast.</td>
<td>❌ Post pictures of students unless their parents have completed a media release form. Your school district’s communication office should have the release template.</td>
</tr>
<tr>
<td>✔ Include a link, or ask a question in your post.</td>
<td>❌ Use the zoom feature. This can make your image look grainy or pixilated. Crop your photos instead of using your phone’s zoom whenever possible.</td>
</tr>
<tr>
<td>✔ Snap pictures of healthy menu options. List what’s on the tray in the caption of the picture. Using local ingredients? Tag the farmer/producer.</td>
<td>❌ Share blurry and unclear pictures. This type of content will not captivate your audience.</td>
</tr>
<tr>
<td>✔ Make sure there is good lighting. Try to take photos in the most natural light possible – near a window. Avoid low lighting or harsh, florescent lights.</td>
<td>❌ Stop talking about NSBW until it’s over! We want to see pictures, posts and tweets before, during and after NSBW.</td>
</tr>
<tr>
<td></td>
<td>❌ Skip out on social media participation because your school doesn’t have it’s own Facebook page. Send them our way via Facebook and Twitter.</td>
</tr>
</tbody>
</table>
SAMPLE SOCIAL POSTS

Create posts for “three phases” of National School Breakfast Week: before, during, and after. Don’t forget to follow up in the weeks after #NSBW18—post about increased participation, contest winners, and special guests in attendance at NSBW18 events.

BEFORE #NSBW18
(2–4 weeks in advance)

Facebook posts:

♥ We’re celebrating #NSBW18 March 5-9! Did you know eating schoolbreakfast fuels learning? It’s true! We serve breakfast every weekday here at [school/district], but we have some extra-special plans to celebrate National School Breakfast Week 2018—stay tuned!

♥ Join us March 5-9 as we celebrate #NSBW18! Our breakfast menu will feature ingredients from [tag local dairy/farmer/producer] for schoolbreakfast all week! [Insert image of dish/ingredient OR photo album of/from the farm or producer’s facility]

Tweets:

♥ #NSBW18 is March 5-9! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize]! #schoollunch [Upload NSBW18 logo or other photo]

♥ Our #NSBW18 party is happening March 5-9! Taste-testing, contests, prizes, and a visit from [local farmer/partner/local celebrity]! Learn more: [link]

♥ Our schoolbreakfast crew is ready to celebrate #NSBW18, March 5-9! Learn more: [Insert staff photo & link]

SHARE, SHARE, SHARE WITH US!

Remember to tag SNA in your #NSBW18 photos, or send them to us via direct message, so we can share them via our channels or in the School Nutrition Magazine wrap up article!

www.facebook.com/SchoolNutritionAssociation

@SchoolLunch

@Schoolnutritionassoc
DURING #NSBW18: MARCH 5–9, 2018

Facebook posts:
♥ Principal Smith is serving #schoolbreakfast this morning to help us celebrate #NSBW18! We will have special mystery guests serving #breakfast all week, so don’t forget to visit the cafeteria daily—you’ll also be entered to win a #NSBW GRAND prize! [Insert photo of principal serving breakfast]

♥ It’s #breakfast for #lunch today at [school]! We’re celebrating #NSBW18 all day, serving student-favorite [breakfast dish] for #schoollunch! [insert photo of menu item]

Tweets:
♥ Ms. Mary serves students for today’s #NSBW18 surprise ingredient taste test competition! Student who guesses correctly wins [grand prize]! [Insert photo]

♥ Our #NSBW18 menu features a new recipe with [ingredient] by [farm/producer]! Eat #schoolbreakfast all week & win naming rights for the dish! [photo]

It’s #NSBW18—learn more! #schoolbreakfast [Insert link to menu or schoollunch.org/nsbw]

#NSBW18 FOLLOW-UP
(1–2 weeks post-NSBW)
♥ Thank you for helping us recognize #NSBW18! Here are some of our favorite photos from our weeklong #schoolbreakfast celebration. [Upload photos]

♥ Thank you for your support for #schoolbreakfast during #NSBW18! We couldn’t do it without the help of so many community partners and friends: [tag individuals, farmers, businesses] We 😍 you!

♥ [xx] more kids ate school breakfast during #NSBW18! [attach photos/collage]

♥ Congratulations to Mary Brown for being our grand prize winner! Mary joined us every day for #schoolbreakfast during #NSBW18, and won a brand-new iPad! [attach photo of Mary receiving prize with manager, director, principal, etc.]

♥ Our #NSBW18 breakfast-in-the-classroom pilot was a success! #SchoolBreakfast participation went up [x percent] when we offered Second Chance breakfast at Kennedy High School, where students say they loved the grab-n-go parfait! [insert photo]