



Facebook Tip Sheet

National School Lunch Week (NSLW) is October 12-16, 2015. Check out some of the tips below to get administrators and parents in your district excited about the promotion – and use the sample posts on page two to announce your celebration plans!

- If your nutrition program doesn't have its own Facebook page, you can still draft posts and send them to your district's communications office. See page two for sample posts.
- Whenever you share something on Facebook, **be sure to share a link and/or a photo**. This will make it more likely to appear in your fans' news feeds.
- Use #NSLW in your posts!
- **Post several announcements about NSLW to Facebook** prior to October 12 - tell your audience how your district will be celebrating. You can include a link to your online menus or tell parents to visit www.facebook.com/TrayTalk to learn more about school lunch.
- Take photos of your healthy menu items, or a complete lunch tray. Be sure to include whole grains, fresh fruit if you have it, and milk as well! Use clear, high-resolution photos whenever possible. Post your tray shots to Facebook so administrators and parents can see what you're serving.
- If you want to take and share photos of students, make sure all parents have signed a **media release form** first. Ask your school district's communications office for a release template.
- Did any local media outlets cover NSLW in your district? Be sure to share the article, blog post, or video, on your Facebook page!
- Take plenty of **photos of your cafeteria** during NSLW – your decorations, your staff, your lunch dishes, etc. Email them to snmagazine@schoolnutrition.org or send them via direct message to the SNA Facebook page!



Sample Posts

Customize the posts below to make your Facebook promotion simple.

Before NSLW

- “Next Week is National School Lunch Week! Every day [district] schools are serving up fresh, healthy options on the lunch line. Parents, help us celebrate by joining your child in the cafeteria for lunch!”
- “Only X days until National School Lunch Week. We will be celebrating with a special menu, cafeteria decorations, and providing activity sheets to the students!”

During NSLW

- “It’s National School Lunch Week – and the theme is **School Lunch Snapshot!** Check out some photos of real [District] school lunches! #NSLW”
- “In honor of National School Lunch Week, check out the special decorations in the cafeteria! We are celebrating “School Lunch Snapshot!” [Share a photo of your cafeteria]
- (Upload a photo of a healthy, balanced tray) “Check out this healthy school lunch served at X school for #NSLW! Here’s what’s on the menu today: [insert healthy menu items – fruit, milk, etc.].”