

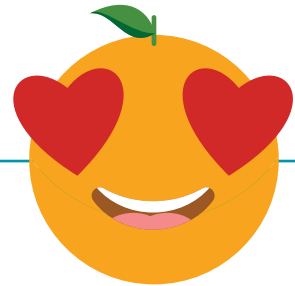
I SCHOOL BREAKFAST™

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.

Video

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.



I Love it!



- ♥ 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.



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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:




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:

School	 
Thumbs Up	
Awesome/Great	   
Fingers Crossed	
Strong	
Delicious	 
Ready to learn	
Spread the word	
Prizes	 
Idea	
Better academic performance	 

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.

Made possible by:  SCHOOL NUTRITION ASSOCIATION



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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!



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@SchoolLunch



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