



SOCIAL MEDIA 101: PREPARATION

Preparation is key to winning any race! Here are eight tips to help you prepare a winning social media strategy on whatever platform(s) your social media presence lives—Facebook, Twitter, Instagram, or Snapchat.

1 If your district's nutrition program doesn't have its own social media presence (or even if you do), reach out to the communications office to develop posts for their page(s). They may have ideas, suggestions, and extra resources to help you.

2 Decide which platform(s) you're going to use, and why. For example, students like Twitter for news, but they report getting more 'social' on Instagram and Snapchat, while parents prefer Facebook and Twitter. Tailor your messages—and images or videos—accordingly.

3 Schedule some posts in advance to save time. Facebook has its own scheduling feature, and other services and apps (e.g., Buffer, Tweetdeck, Hootsuite) also allow pre-scheduling posts for Facebook and other platforms.

4 Plan to share other content that reinforces the validity of your breakfast program, such as links to relevant information about the value of nutritious school breakfasts from the SNA website.

5 Integrate your NSBW social media plan with other strategies to boost engagement—go the extra mile to customize **#NSBW19** for your school with logos, photos, mascots, and more!

6 In addition to social media, use photos everywhere, from the **school newspaper** to the **staff newsletter** and on your school's **website**. Don't forget to hang them around the school on **bulletin boards**, and in the **cafeteria**, too, to reinforce your social media messaging.

7 Make your own **memes**. You've probably seen some good ones in your Facebook feed. Ask yourself, how could I apply that fun format to NSBW social media?

8 Download SNA's ready to use artwork at **WWW.SCHOOLNUTRITION.ORG/NSBW**, or, if you'd like to create your own graphics, you can use a free tool like Canva or even plain old PowerPoint, just save the slide as an image and you're good to go.



Made possible by:

