



Social Media Tips Sheet

Before you start capturing content and sharing images, take a moment to consider – what makes a great photo? Check out the do’s and don’ts for posting the best, most flattering photos!

<u>DO</u>	<u>DON'T</u>
<p>✓ Use hashtags to track the conversation: #NSLW16 and #LunchWeek</p>	<p>✗ 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.</p>
<p>✓ Increase engagement by including a link, photo or asking a question. Be sure to do this before, during and after NSLW</p>	<p>✗ Share blurry and unclear pictures. This type of content will not captivate your audience. Hold the camera steady and remove distracting background objects</p>
<p>✓ Snap pictures of healthy menu options. List what’s on the tray in the caption of the picture.</p>	<p>✗ Post pictures of students unless their parents have completed a media release form. Your school district’s communication office should have the release template.</p>
<p>✓ 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.</p>	<p>✗ Stop talking about NSLW until it’s over! We want to see pictures, posts and tweets before, during and after NSLW.</p>
<p>✓ Update your Facebook page with NSLW branded cover photos available under the Marketing & PR Resources section</p>	<p>✗ Limit your participation on social media because your school doesn’t have it’s on Facebook page. Send them our way via Facebook (@SchoolNutritionAssociation)</p>



Sample Posts

Put a personal spin on the sample posts below to share across all social platforms.

Before NSLW

- “National #SchoolLunch Week kicks-off October 10th. Tell us how your school plans to celebrate #NSLW16” **[Share NSLW creative – cover photo, logo, etc.]**
- “There’s still time to join in the action during National #SchoolLunch Week. Follow this [link](#) to learn more about #NSLW16.”
- “The best part about #NSLW16 will be _____.”

During NSLW

- “Happy National #SchoolLunch Week! Here’s a picture of some students embracing the Show Your Spirit theme.” **[Insert photo]**
- Students at X School are doing _____ to celebrate National #School Lunch Week **[Insert photo]** “
- “Here’s a picture of the most popular item on the #NSLW16 menu.” **[Insert photo and name of menu item]**

After NSLW

- “Check out this collage of National #SchoolLunch Week pictures from our school **[Insert photo(s)]**”.
- “My favorite part about National #SchoolBreakfast Week was _____ #NSLW16”
- “Huge thank you to all the schools that participated in #NSLW16. We couldn’t have made this year a success without your enthusiasm and willingness to participate!” **[Insert photo]**