



Social Media Tips Sheet: #NSLW18 Has #Lots2Love

When it comes to sharing on social media great photos are one of the most important ingredients, regardless of platform. Eye-catching images are essential! Use this list of do's and don'ts to capture content and share images with the best, most flattering photos possible.

DO...	DON'T...
<p>Use relevant hashtags to track the conversation, and amplify your own posts: #NSLW18 #schoollunch #lots2love #schoollunchlove</p>	<p>Share poor-quality photos. Learn how to stage a great food photo (i.e. shoot in natural light, remove background objects, crop instead of using the zoom to avoid grainy photos, use colorful trays and plates) and practice!</p>
<p>Update your Facebook page with our #NSLW18-branded cover photos, available in our Marketing & PR Resources section.</p>	<p>Worry if your school or program isn't on social media! We would love to share your photos! Send them our way on Facebook (@SchoolNutritionAssociation)</p>
<p>Use photos of healthy menu options, and caption the photos with a list of what's depicted, including tags of local farmers and other food suppliers whose product appears on the plate.</p>	<p>Post photos of students without signed media release forms from a parent or guardian. Make sure your school's communication office has release templates on file.</p>
<p>Think about who uses what platform; 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—accordingly.</p>	<p>Forget to promote #NSLW18 in three parts—promote and generate excitement ahead of time, share photos and updates all week long during the celebration, and follow-up with a post-NSLW update via a blog or newsletter, for example.</p>
<p>Use other strategies to increase engagement, along with great photos and infographics. For example, share links to relevant content from the SNA website, a human-interest story about your program from the local media, or a school lunch video <i>you</i> create!</p>	<p>Hesitate to go the extra mile to customize #NSLW18 for your school with logos, photos, mascots, and more! Personalize the message for students and parents to communicate what makes <u>your school lunch program special!</u></p>



Sample Posts for Social Media

Promoting National School Lunch Week means creating messaging for before, during, and after October 15-19, 2018! **Promote** your school's celebration ahead of time, **share** school lunch updates throughout the week, and **follow-up** with an update with stats about increased participation, contest winners, and special guests from your #NSLW18 events.

2-4 Weeks Before #NSLW18

Start sharing information about #NSLW18 on your social media channels about 2-4 weeks ahead of the celebration. Share the theme, tag your community partners (farmers, non-profits, Extension services, other schools), and spread the word about your #schoollunch celebration plans.

- We're celebrating #NSLW18 October 15-19! Did you know that #schoollunch professionals serve 30 million students each day? [Insert logo or link]
- Join us October 15-19 to celebrate #NSLW18! We'll feature ingredients from [tag local partners/farmers] for #schoollunch all week! [Insert image, logo, or link to partner]
- #NSLW18 is October 15-19! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize]! #schoollunch #Lots2Love
- Our #NSLW18 celebration is happening October 15-19! Taste-testing, contests, prizes, and a visit from [local farmer/partner]! #Lots2Love Learn more: [link]
- Our #schoollunch crew is ready to celebrate #NSLW18 with #Lots2Love October 15-19! Learn more: [Insert staff photo & link]

During #NSLW19: October 15-19, 2018

Make time each day during #NSLW18 to post updates and photos to social media. (You can also use the scheduling feature on Facebook to create posts ahead of time!) Share photos of school lunches, parties, prizes, special events, students, and special guests. Encourage your staff members to take lots of photos, and use the best ones from the group. Don't forget to credit your photographer.

- We're sharing #Lots2Love 4 #NSLW18! Our scratch-made [menu item] from [local product/farm] is a student favorite! [Insert photo] #schoollunch
- Ms. Mary serves students for today's #NSLW18 mystery ingredient taste test competition! Student who guesses correctly wins [grand prize]! [Insert photo]
- Our #NSLW18 menu features a new recipe with [ingredient] by [farm/producer]! Eat #schoollunch all week & win naming rights for the dish! [photo]
- It's #breakfast for #lunch today at [school]! Celebrate #schoollunch during #NSLW18—there is #Lots2Love! [Insert photo/description]



1-2 Weeks After #NSLW18

Don't forget to follow up within a week or two with a #NSLW18 round-up. You can do this in several ways:

- Blog post, newsletter update, or website update: Compose a short update with highlights from your #NSLW18 celebrations—photos, visitors, special menu items, media recognition—and post it on your blog or website, or in the district newsletter.
- Letter to the Editor: Share your update with the local paper, making sure to thank parents, administrators, local farmers/community partners, and of course your staff and students!
- Social Media: Use the collected photos and stories from your staff members to create photo albums or stories on platforms like Facebook and Instagram.

Example social media language:

- Thank you for helping us recognize #NSLW18! Here are some of our favorite photos from our weeklong #schoollunch celebration. [Upload photos]
- Thank you for supporting #schoollunch at [school/district] and helping us celebrate #NSLW18! [Upload photo/video]
- Thank you for your support of #schoollunch during #NSLW18 and throughout the school year! We couldn't do it without the support of so many community partners and friends: [tag individuals, farmers, businesses] You're one of the reasons there is #Lots2Love about #SchoolLunch!