



#NSLW20 Social Media Tips

Like the movies, social media is a visuals-driven medium, so be sure you make great, eye-catching photos an essential ingredient in all your #NSLW20 posts, regardless of platform. Next, review this list of do's and don'ts to be sure your social media efforts effectively drive rave reviews for your #NSLW20 celebration!

DO...	DON'T...
Use relevant hashtags to track the conversation, and amplify your own posts: #NSLW20 #SchoolLunch #NowPlaying	...share poor-quality photos. You may need to practice staging a great food photo. Shoot in natural light when possible, remove background objects, crop images instead of using the zoom to avoid grainy photos and use colorful trays and plates!
Update your Facebook page with our #NSLW20-branded cover photos, available in our Marketing & PR Resources section.	...worry if your school nutrition program isn't on social media! Ask for them to be posted through the school or district channels or send them our way our way on Facebook (@SchoolNutritionAssociation)! We'd love to share!
Use photos of healthy entrees and other menu items. Caption these by identifying all key elements, including tags of local farmers and other food suppliers as appropriate.	...post photos of students without first checking your school and district's policies regarding parental permission. Comply with all rules in this area.
Think about the audience for each 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.	...don't forget to promote #NSLW20 in three parts— promote and generate excitement ahead of time, share photos and updates all week long during your celebration, and follow-up with a post-NSLW update via a blog or newsletter, for example.
Use other social media strategies to increase NSLW engagement. For example, create fun designs and infographics to support key messages. Tell a human-interest story. Share links of any local media coverage. And with this year's movie theme, be sure to create your own school lunch video to share!	...hesitate to go the extra mile to customize #NSLW20 for your school with logos, photos, mascot, and more! Personalize the message for students and parents to communicate what makes <u>YOUR school lunch program special!</u>



#NSLW20 Social Media Outreach

Promoting National School Lunch Week on social media means creating messaging that is posted **before**, **during**, and **after** October 12-16, 2020. These steps are extra important this year because families are turning to social media to connect with their schools now more than ever given the disruptions caused by the coronavirus pandemic. Your social media efforts may be *the* primary way you engage the community in recognizing and celebrating #NLSW20. Be creative in your outreach to students in different learning models. Make an extra effort to ask community partners to help promote this annual observance and any activities that you have planned. Plan mid-week updates to keep up momentum. Then, make sure to follow-up by sharing recaps of #NSLW20 activities and events—along with appropriate thank-yous!

Before #NSLW20

Preview the *Now Playing: School Lunch!* theme. This year's NSLW celebration likely will be reduced in scope, without traditional special guests and activities. But it's still an important occasion to put your school lunches in the spotlight and a terrific opportunity to develop creative ways to engage with students and parents in keeping with safety protocols. Will you involve community partners (such as health organizations, farmers, PTAs, local agencies and extension services) in your #NSLW20 celebration plans? At minimum, invite them to help you in your efforts to spread the word that school meals are free, safe, delicious, nutritious and a great connection to normalcy for children.

You can edit the following **sample social media posts** to fit your school or district's specific #NSLW20 activities and plans.

- We're celebrating #NSLW20 October 12-16! Did you know that #schoollunch professionals serve 30 million students each day? [Insert logo or link]
- We're putting school lunch in the spotlight next week for #NSLW20. Make sure you order meals [for a special menu, treat giveaway].
- Join us October 12-16 to celebrate #NSLW20! We'll feature ingredients from [tag local partners/farmers] in our #schoollunch menu items all week! [Insert image, logo, or link to partner]
- To celebrate #NSLW20, October 12-16, we will have sampling opportunities for a new menu item [at curbside, in meal packs, in the cafeteria]. Don't miss it!
- #NSLW20 is October 12-16! Plan to visit us [curbside/in in the cafeteria] to sample [menu item/ingredient] and enter to win [grand prize]! #schoollunch #NowPlaying
- National School Lunch Week starts in a few days. Look for different activity sheets to be included in meal packs. Complete these and return them to cafeteria team members by [DATE] to be eligible for a special movie-themed prize! #NSLW20 #NowPlaying
- Our #NSLW20 celebration is happening October 12-16! Here's a sneak peek at what we have planned: [Insert short description of activity] #NowPlaying



- School lunch is your ticket to healthy success! Be sure to order meals next week and help us to celebrate National School Lunch Week. #NSLW20
- [Day of week] is [movie-theme] Day! Celebrate National School Lunch Week by coming to school meal pick-up sites in costume! #NSLW20
- Our #schoollunch crew is ready to roll out the red carpet for #NSLW20 October 12-16! Come see what we've got #NowPlaying! Learn more: [Insert staff photo & link]

During #NSLW20: October 12-16, 2020

Make time during #NSLW20 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 your featured menu items, team members, decorations, prizes, special events, students and any guest servers. Encourage team members at each school site to take photos and share the best ones from each site. Don't forget to credit your photographers.

You can edit the following **sample social media posts** to fit your school or district's specific #NSLW20 activities and plans.

- It's National School Lunch Week and we're premiering a special new menu item: [name]. Tell us what you think! Is it award-worthy? [Describe feedback process] #NSLW20
- For #NSLW20, we're spotlighting [menu item] from [local product/farm]. It's a student favorite! [Insert photo] #schoollunch
- Roll out the red carpet for school lunch! How much do you love our servers' [insert movie theme] costumes? #NSLW20
- Lights! Camera! Action! Virtual learners are invited to send us a video clip of you creating a lunch from your at-home meal kit. Every clip submitted earns a small prize! #NSLW20
- Our cafeteria members have shared some of their favorite movies [show picture of notes on packaging or bulletin board displays]. What are yours? #NowPlaying #NSLW20
- School lunch is your ticket to good nutrition! Did you get a golden ticket with your school meal? Turn it in for a special prize. #NSLW20

1 Week After #NSLW20

Keep the momentum going with a #NSLW20 round-up scheduled a week after your events. (Don't procrastinate, as you'll want to start new engagement activities for Halloween!) Your #NSLW recap can take different forms:

- **Blog post, newsletter update, or website update:** Compose a short update with highlights from your #NSLW20 celebrations—photos, special menu items, thank-yous



from students, media recognition—and post it on your social media channels, school website, or in the district newsletter. Be sure to express your gratitude for everyone’s participation.

- **Letter to the Editor:** Share your recap 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 submitted by your staff members at different sites to create photo albums or stories on platforms like Facebook, Instagram, and Flickr.

Use social media to **thank everyone for their help** in making #NSLW a success! Here are some examples to customize:

- Thank you for helping us recognize #NSLW20! 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 create a red carpet-worthy #NSLW20! [Upload photo/video]
- Thank you for your support of #schoollunch during #NSLW20 and throughout the school year! We couldn’t do it without the help of many community partners and friends: [tag individuals, farmers, businesses] You’re one of the reasons we love #SchoolLunch!
- Thank you for helping us turn the spotlight on #schoollunch for #NSLW20! We hope you’ll keep choosing delicious, nutritious, free school meals throughout the year.