



Facebook Tip Sheet

National School Breakfast Week (NSBW) is March 2-6, 2015. Check out some of the tips below to get administrators and parents in your district excited about the promotion – and use the sample posts on page two to announce your celebration plans!

- If your nutrition program doesn't have its own Facebook page, you can still draft posts and send them to your district's communications office. See page two for sample posts.
- Whenever you share something on Facebook, **be sure to share a link and/or a photo**. This will make it more likely to appear in your fans' news feeds.
- Use #NSBW in your posts!
- **Post several announcements about NSBW to Facebook** prior to March 2- tell your audience how your district will be celebrating. You can include a link to your online menus or tell parents to visit www.schoolnutrition.org/SchoolMeals to learn more about school breakfast.
- Take photos of your healthy menu items, or a complete breakfast tray. Be sure to include whole grains, fresh fruit if you have it, and milk as well! Use clear, high-resolution photos whenever possible. Post your tray shots to Facebook so administrators and parents can see what you're serving.
- If you want to take and share photos of students, make sure all parents have signed a **media release form** first. Ask your school district's communications office for a release template.
- Did any local media outlets cover NSBW in your district? Be sure to share the article, blog post, or video, on your Facebook page!
- Take plenty of **photos of your cafeteria** during NSBW – your decorations, your staff, your breakfast dishes, etc. Email them to snmagazine@schoolnutrition.org or send them via direct message to the SNA Facebook page!



Sample Posts

Customize the posts below to make your Facebook promotion simple.

Before NSBW

- “Next Week is National School Breakfast Week! Parents, did you know students who eat school breakfast score 17.5% higher on standardized math tests?*
- “Only X days until National School Breakfast Week. We will be celebrating with a special menu, cafeteria decorations, and providing activity sheets to the students!”
- “National School Breakfast Week is here! At X school, students can get a hot breakfast complete with fruit, whole grains, and milk for just [insert price]!”

During NSBW

- “It’s National School Breakfast Week – and the theme is ‘Make the Grade with School Breakfast! A healthy school breakfast like [insert menu item and share a photo] helps students perform their best in the classroom! #NSBW”
- “In honor of National School Breakfast Week, check out the special decorations in the cafeteria! We are celebrating “Make the Grade with School Breakfast.” [Share a photo of your cafeteria]
- (Upload a photo of a healthy, balanced tray) “Check out this healthy school breakfast served at X school for #NSBW! Here’s what’s on the menu today: [insert healthy menu items – fruit, milk, etc.].”

*Source: *Ending Childhood Hunger: A Social Analysis, 2013*