



**12-WEEK  
COMMUNICATION PLAN GUIDE  
FOR SCHOOLS**

An educational campaign designed by



## Hey there, School Nutrition Heroes,

We know you wear a lot of hats (nutrition expert, mentor, organizer, and more), and we also know that marketing your program probably isn't at the top of your already-packed to-do list. That's exactly why we created this ready-to-go 12-week communication plan to help you share the incredible impact of school meals with your community.

This plan is part of the Made With School Lunch campaign, developed by a partnership of the School Nutrition Association and National Dairy Council. This national initiative is designed to transform how we and our children think about, talk about, and experience school meals. It's a platform to celebrate the incredible impact that school nutrition programs have on children's lives and to challenge outdated perceptions that no longer reflect today's reality.

Whether it's serving up fresh ingredients, introducing kids to new foods, or providing a consistent source of nourishment, school meals play a vital role in helping students thrive.

Through colorful visuals, engaging content, and family-friendly messaging, the campaign reframes how school meals are seen and celebrated.





## SO, WHAT IS THIS 12-WEEK PLAN?

It's a series of pre-written social media captions that align with campaign messaging and are organized into weekly themes. Each week focuses on a different topic—like nutrition, community, academic success, or debunking myths—so you can help us change the narrative about school meals and share messages that are relevant, impactful, and easy to understand.

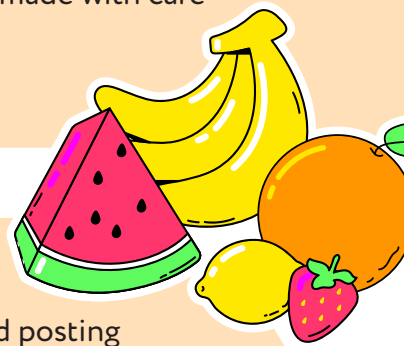
We've even included ready-to-use graphics and visual images so you or your team doesn't need to spend extra hours (yes, we know how time-consuming this can be!) developing them.

We hope you enjoy using this guide and that it helps spark fun, pride, and positivity in your community. Your work makes a difference and now we get to show the world what school lunch is really made of.

## YOUR GOAL

By the end of the 12 weeks, you'll have:

- \* Shown your community that school meals are fresh, nutritious, and made with care
- \* Built stronger trust and excitement around your program
- \* Inspired more families to participate in school meals



## HOW TO USE THIS PLAN:

- \* **Post twice a week.** Each week includes 2 captions, and we recommend posting both! Each caption is paired with a suggested graphic to make sharing even easier.
- \* **Choose the best days for your school.** While we don't specify exact days, we suggest picking two consistent days each week that align with your school's communication rhythm.
- \* **Customize if you'd like.** Add your school name, location, or specific details to make the message even more personal, or simply copy and paste as-is.
- \* **Tag us!** Use #MadeWithSchoolLunch and tag @powerofschoolmeals so we can celebrate and amplify your posts!

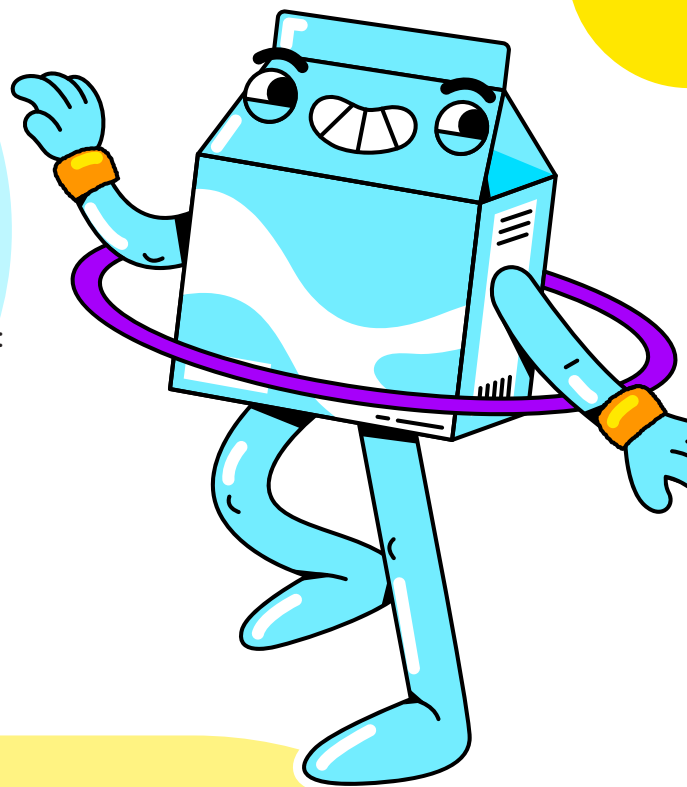


## WHERE TO FIND EVERYTHING

This plan complements the full **Made With School Lunch Campaign Toolkit**, where you'll find resources like:

Downloadable graphics - Posters - Educational videos -  
Talking points - Parent engagement tools

If you need more content, storytelling ideas, or just inspiration—go back to the toolkit! It's all there to support you.



## QUICK SOCIAL MEDIA BEST PRACTICES

We know not every school has a marketing team, so here are a few simple tips to get the most out of your posts:





- \* **Photos matter!** A quick photo of a student tray, lunch line, or your awesome team makes your post more engaging.
- \* **Use hashtags.** Always include #MadeWithSchoolLunch to connect with the larger movement.
- \* **Engage your audience.** Ask parents to comment or share their stories. The more interaction, the better.
- \* **Be yourself.** Your school's voice matters. Whether you're playful, heartfelt, or matter-of-fact—make it yours.
- \* **Consistency counts.** Even if it's just once a week, regular posts help build trust and visibility in your community.



# 12-WEEK SOCIAL MEDIA PLAN

Below, you'll find 12 weeks of ready-to-use social media content, organized by theme. Whether you use every post or pick your favorites, this section is here to help you keep the campaign going with minimal effort and maximum impact.

Let's get posting!

Post 1		Post 2	
<p><b>Week 1   Campaign Launch</b></p> <p><b>Caption:</b> 🍌 We're proud to support the Made With School Lunch campaign! The School Nutrition Association (@powerofschoolmeals) and National Dairy Council (@national_dairy_council) have launched the Made With School Lunch campaign—a celebration of the powerful role school meals play in helping kids grow, learn, and dream big. 🍎💡</p> <p>At [School Name], we believe school meals are more than just food—they're an essential part of a great school day. From fresh ingredients to future opportunities, they help fuel student success every single day. 🍌🍎📚🗣️</p> <p>💬 What excites you most about this campaign? Let us know in the comments! #MadeWithSchoolLunch"</p>		<p><b>Week 1   Campaign Launch</b></p> <p><b>Caption:</b> They're often the unsung heroes of the school day—but together, we can help make them the centerpiece of every student's success story. 🍌📚</p> <p>We're proud to be part of the Made With School Lunch campaign, uplifting the incredible impact school meals have on our students every day. 🍎💡</p> <p>🗣️ Share this post to help spread the word! Let's show what school meals are truly made of. #MadeWithSchoolLunch</p>	
<p><b>Week 2   Welcome Back + Campaign Kickoff</b></p> <p><b>Caption:</b> Did you know that kids who eat school meals consume more fruits, veggies, dairy milk, and whole grains than those who don't? 🍎 Healthy meals fuel healthy minds, and the starting place is school lunch! 💬 Tell us what school meals mean to you in the comments! #MadeWithSchoolLunch</p>		<p><b>Week 2   Welcome Back + Campaign Kickoff</b></p> <p><b>Caption:</b> At [School Name], the cafeteria is more than a place to eat—it's where friendships form, confidence grows, and students learn new things (yes, even on their lunch tray!).</p> <p>Share this post and tag a friend who supports school meals! #MadeWithSchoolLunch</p>	



### Week 3 | Why School Meals Matter

**Caption:** Everywhere you look, school lunches are helping kids meet their nutrition requirements and grow stronger. Today, 98% of public schools meet USDA nutrition standards—and we're proud to be one of them.

What's your child's favorite school meal? Drop it below! #NourishPotential. #MadeWithSchoolLunch



### Week 3 | Why School Meals Matter

**Caption:** School meals are fighting hunger and supporting success, helping students stay on track with math, reading, and grade advancement.

At [School Name], we know the cafeteria is just as important as the classroom—and we're proud to nourish our students every day. Every meal makes a difference!

✉ Forward this to a fellow parent who wants to learn more. #MadeWithSchoolLunch



### Week 4 | Nutrition Facts + Myths

**Caption:** Home-packed lunches can be great—but they're not always as balanced as we think. Studies show school meals provide more vitamins and nutrients, while reducing salt and sugar, than the lunches kids bring with them to school.

🥕 Let's celebrate the power (and nutrition) of school lunch! 📖 Did you know this? Comment with a 👍 if you learned something new! #MadeWithSchoolLunch

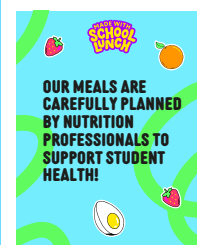


### Week 4 | Nutrition Facts + Myths

**Caption:** School lunch myths? Let's bust a big one. ✅

Studies confirm: school lunches have fewer calories, less fat, and less sugar than packed lunches from home. We make healthy easy!

#MadeWithSchoolLunch



### Week 5 | What's on the Tray?

**Caption:** Here at [School Name], our meals are made with care and packed with nutrition to keep students fueled for learning.

What does a school meal look like today? It's a variety of fresh produce, whole grains, lean proteins, and low-fat dairy—all carefully planned by nutrition experts to keep kids energized and ready to learn!

🍎 We're proud to be part of a movement that shows just how far school meals have come—and how much good they do. #MadeWithSchoolLunch



### Week 5 | What's on the Tray?

**Caption:** Whether it's a carton of milk, a serving of yogurt, or a sprinkle of cheese, dairy foods in school meals provide essential nutrients that support growth, development, and learning.

The milk and dairy foods offered in school meals are a critical way to help ensure children meet their recommended daily servings and benefit from dairy's nutrients—including support for brain development and cognition.

🥛 Help us spread the word—dairy fuels healthy futures!

#MadeWithSchoolLunch



## Week 6 | Nutrition Hero Appreciation

**Caption:** Behind every tray is a team of caring professionals. 🍳👩🍳

What makes a school meal special? It's more than ingredients—it's the expertise, planning, and heart behind every plate.

✍️ Drop a thank-you note in the comments to show your appreciation for the incredible team behind our school meals!

🗣️ Let's spread the word—share this post!

#MadeWithSchoolLunch



## Week 6 | Nutrition Hero Appreciation

**Caption:** Join us this week in recognizing the incredible professionals behind the scenes—our lunchroom heroes who make it all possible.

💬 Write a special message below to let them know how much they're appreciated!



## Week 7 | National School Lunch Week

**Caption:** A 2023 survey by the School Nutrition Association (@powerofschoolmeals) revealed that 66.8% of nutrition directors reported an increase in stigma for low-income students who rely on free or reduced-price school meals.

This stigma can make students feel embarrassed or hesitant to eat in the cafeteria, even when they need that meal the most. That means some students may miss out on the nutrition they need to learn, grow, and thrive.

How can we change the conversation? Share below what you love about School Meals.  
#MadeWithSchoolLunch

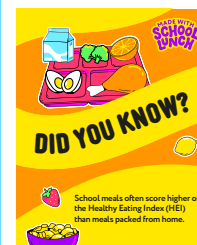


## Week 7 | National School Lunch Week

**Caption:** Why the surprise? Sometimes it's because familiar foods—like pizza or chicken nuggets—are served at school, but they've been reformulated by school nutrition professionals to meet strict USDA nutrition standards.

They may look like what you see in restaurants, but they're not the same. School versions are made with whole grains, lower sodium, lean proteins, and more.

💬 What school meal has surprised you the most in recent years? Let us know below!  
#MadeWithSchoolLunch



## Week 8 | School Meals = Academic Power

**Caption:** There's a strong link between good nutrition and great outcomes at school. Studies show school meals help maintain a healthy weight—students who participate have lower BMIs than their peers. Nutrition that works!

✍️ Can you believe this impact? Tell us your favorite school success moment!

#MadeWithSchoolLunch

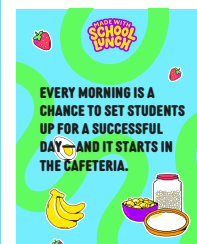


## Week 8 | School Meals = Academic Power

**Caption:** The proof is in the numbers: students who ate school breakfast score 17.5% higher on math tests and attend 1.5 more days of school yearly.

Success starts with breakfast!

📈 Share with your school community to celebrate!  
#MadeWithSchoolBreakfast





### Week 9 | Community + Belonging

**Caption:** When students share a meal, they share more than just a table. They share stories, traditions, and friendship. That's the power of school meals. What food traditions does your family share? Let's hear them! #MadeWithSchoolLunch



### Week 9 | Community + Belonging

**Caption:** In our cafeteria, every student has a place at the table, and every meal tells a story. We're not just serving lunch, we're creating memories, building relationships, and making space for every child to feel seen. ❤️

Join us in making those stories memorable. 🍷 Tag a friend who shares your table! #MadeWithSchoolLunch



### Week 10 | What Will School Lunch Make You?

**Caption:** School lunch is where future chefs discover new flavors, future dietitians learn about nutrition, and future leaders share tables with new friends.

Here at [School Name], we believe the cafeteria is where dreams begin. Let's celebrate the stories being made every day—one tray at a time.

🍽️ Share it with us: What will school lunch make you? #MadeWithSchoolLunch



### Week 10 | What Will School Lunch Make You?

**Caption:** Each school meal is an opportunity: to nourish, to connect, to grow, to learn. We see the magic that happens around the lunch table—and we'd love to hear how school meals have made a difference in your child's journey.

From trying something new to making a new friend—what opportunity will your child discover today? 📢 Use #MadeWithSchoolLunch to share your story.



### Week 11 | School Meals = A Healthy Future

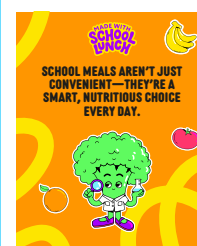
**Caption:** Research proves it: school meals support obesity prevention, boost academic achievement, and improve overall student health. That's what we call a winning combination!

🍎 What healthy habits has your child learned from school meals? #MadeWithSchoolLunch



### Week 11 | School Meals = A Healthy Future

**Caption:** Did you know? School meals contain more nutrients than the average packed lunch—including more milk, fruits, veggies, and fiber, plus just the right amounts of calcium, vitamin A, and zinc. 🥕🥛🍎 #MadeWithSchoolLunch






### Week 12 | Continuing the Impact

Caption: When parents get involved, they can support schools reach real progress—healthier meals, stronger programs, and students who are more excited to eat in the cafeteria.

By supporting your district's school nutrition program, you're helping to create a healthier, stronger community. Schools that engage parents see incredible success in promoting lifelong healthy eating habits.

 Watch the video to learn how you can get involved and be part of the movement: [YouTube Link When Available] #MadeWithSchoolLunch




### Week 12 | Continuing the Impact

Caption: Over the past several weeks, we've shared what makes school meals so powerful—from the nutrition and care that go into every tray to the confidence, community, and opportunities they help create. ♥

We're proud to be part of the Made With School Lunch campaign, and even prouder of the students, staff, and families who make our cafeteria a place where futures are fueled every day.

Thank you for following along and celebrating the power of school meals with us!

 What have you learned or noticed about school meals this year? Drop your reflections below! #MadeWithSchoolLunch



You don't need to be a graphic designer or social media strategist to celebrate the amazing work you do every day. This guide is here to make things easier, more engaging, and way more fun.

You're not just serving meals, you're shaping futures. Let's show the world what school lunch is made of.

With appreciation,

The Made With School Lunch Team

