



Value of School Meals

Social Media Toolkit

Sample, customizable social media posts you can use to promote your school meals program in your community.

Each social media post includes a generic Facebook and Instagram-ready graphic. We encourage you to also use your own photos, as seen under “Suggested Photo.” For tips on ensuring your photos are eye-catching and appetizing to your audience, see the last section in this toolkit.

[Click here](#) to download a folder containing all generic graphics. Each graphic is labeled as its post subject and is either specified as FB (Facebook) or IG (Instagram).

We suggest using Facebook to target parents and Instagram to target teenage students.

Note: when you see these brackets: <<ABC>>, that is a prompt to customize with your own information.

Post Subject	Post Copy	Post Graphics
Why Choose School Meals?		
Nutritional Needs	<p><i>For parent audience:</i> When your child eats school lunch, rest assured they are eating a quality meal that you can feel good about. Every school lunch provides one-third of your child’s nutritional needs for the day.</p> <p><i>For student audience:</i> When you choose school lunch, you’re getting a quality meal. Every school lunch provides one-third of your daily nutritional needs.</p> <p>Tip: You can utilize these posts to talk about breakfast too. Just note that breakfast provides one-fourth of a student’s daily nutritional needs, so you will need to adjust the suggested post.</p>	<p>Suggested Photo: Picture of full breakfast or lunch tray.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Nutritional Needs FB • Nutritional Needs IG

Save Time	<p><i>For parent audience:</i> Spending 10 minutes each day making lunch can add up to 30 hours a school year! Choosing school meals saves you time and ensures your child gets a nutritious meal you can feel good about.</p> <p><i>For student audience:</i> You've got a lot on your mind before the school day starts. Let us help take some pressure off and save you time. A healthy breakfast and lunch are waiting for you at school.</p>	<p>Suggested Photo: Picture of full breakfast or lunch tray, grab n' go meal cart, or smoothie meal if you offer them.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Save Time FB • Save Time IG
Academic Performance	<p><i>For parent audience:</i> Research shows that students who eat healthy meals do better in school. School meals contain all the nutrition needed to keep students full, focused, and ready to learn each day.</p> <p><i>For student audience:</i> It's difficult to learn on an empty stomach! Grab a school breakfast on your way to class. Your stomach and brain will thank you.</p>	<p>Suggested Photo: Picture of full breakfast or lunch tray.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Academic Performance FB • Academic Performance IG
Increased Focus	<p><i>For parent audience:</i> It's difficult to learn on an empty stomach. Healthy school meals fuel learning by boosting concentration and focus. School meals include fruit, vegetables, whole grains, lean protein, and low-fat dairy, so students can be well nourished and ready to learn.</p> <p><i>For student audience:</i> Brain fog is the worst. We can help fix that. School meals contain all the nutrition needed to keep you focused throughout the day.</p>	<p>Suggested Photo: Picture of full breakfast or lunch tray.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Increased Focus FB • Increased Focus IG

Community Investment	<p><i>For parent audience:</i> School meals support local jobs, farmers, and the economy. You can feel good about nourishing your family and supporting your community by choosing school meals.</p> <p><i>For student audience:</i> <<District/ School Name>> needs your help! We'd like to know what you want to see on the school menu. Comment your ideas below.</p>	<p>Suggested Photo: Picture of staff preparing and/or serving meals or of a local farmer you purchase from.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Community Investment FB • Community Investment IG
What is in School Meals?		
Today's Menu	<p><i>For parent audience:</i> Help your children enjoy school meals by discussing the daily menu and different foods available. Check out today's <<breakfast/ lunch>> together: <<insert text with menu offerings or a link to an online menu>></p> <p><i>For student audience:</i> Check out what we're serving up for <<breakfast/ lunch>> today: <<insert text with menu offerings or a link to an online menu>></p>	<p>Suggested Photo: Picture of full breakfast or lunch tray with featured meal of the day or a graphic with your menu listings.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Today's Menu FB • Today's Menu IG
Milk	<p><i>For parent audience:</i> Every school meal includes a low-fat (1%) or fat-free milk. Children and teens need the calcium, protein, and vitamin D found in milk for strong bones, teeth, and muscles. Encourage your child to grab a milk with their school meal today!</p> <p><i>For student audience:</i> Don't forget to grab a milk with your school meal today! The nutrients in milk build strong bones, teeth, and muscles. Plus, one serving has 8 grams of high-quality protein.</p>	<p>Suggested Photo: Picture of milk attractively displayed in milk cooler.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Milk FB • Milk IG

Lactose Intolerance	<p><i>For parent audience:</i> << District/ School Name >> offers lactose-free milk and other low-lactose dairy foods so all students can benefit from the nutrition found in dairy. If your child needs lactose-free milk or other foods, give us a call at <<phone number>>.</p> <p><i>For student audience:</i> If milk upsets your stomach, ask for lactose-free milk in the cafeteria. It has the same nutrition as regular milk, just without lactose.</p>	<p>Suggested Photo: Picture of lactose free milk or other low-lactose dairy item.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Lactose Intolerance FB • Lactose Intolerance IG
Fruits and Vegetables	<p><i>For parent audience:</i> Each school lunch offers a variety of fruits and vegetables that provide nutrients and fiber needed for good health. Check out what fruits and veggies we're serving your kids today: <<insert text with menu offerings or a link to an online menu>></p> <p><i>For student audience:</i> The fruits and veggies in your school lunch provide nutrients and fiber for good health. Check out what we're serving today: <<insert text with menu offerings or a link to an online menu>></p>	<p>Suggested Photo: Picture of fruit(s) or vegetable(s) you want to highlight or are serving that day.</p> <p>Generic Graphic:</p> <ul style="list-style-type: none"> • Fruits and Vegetables FB • Fruits and Vegetables IG

Suggested Hashtags:

We suggest using only 3-5 hashtags per post.

- #schoolmeals
- #eatschoolmeals
- #schoollunch
- #schoolbreakfast
- #schoolnutrition
- #childnutrition
- #healthykids
- #healthystudents

Your Guide to Taking Appetizing Photos

First and foremost, it is necessary to get permission from any adults or students featured in your photos before posting them on social media.

Check out [this blog](#) for food photography tips for beginners, with real photo examples.

Photo Examples from New England Dairy

Food Photos

Good



Even Better



Why it's better: good lighting makes the colors pop, focus is on the food, tray is arranged to look full.

Student Photos

Good



Even Better



Why it's better: close up with smiling faces.

Staff Photos

Good



Even Better



Why it's better: better lighting, smiling faces, clear view of smoothies being prepared.

Equipment Photos

Good



Even Better



Why it's better: good lighting, close up for a better view of the food, a smiling face behind the cart.