

COVID-19 Social Media Support Packet for TDA Contracting Entities

This *Social Media Support Packet* provides digital resources that you can share with your community during the COVID-19 response. Clear and reliable communication to program participants is more important than ever. CE meal site operations are changing rapidly, and households are navigating new ways to get access to food. Utilizing the social media tips will help you provide current information about meal site operations to your community.

Social Media Tips

Keep these tips in mind when planning social media content:

- ✓ **Your audience** includes parents, kids, local media, officials and community leaders. Language and content should be tailored to reach the appropriate audience. Every message should be easy for your audience to read.
- ✓ **Use photos, videos or GIFs** whenever possible. Posts with visual appeal capture a lot of attention.
- ✓ **Use a customized hashtag**, to show unity with your school district or within your organization. For example, Clint ISD uses #WEARECLINTISD and Waco ISD gives #CurbsideKudos to their nutrition staff on social media posts.
- ✓ **A social media tag** creates a short link to a profile and the post may be added to that person or group's timeline. This will increase the visibility of the posts beyond an immediate audience. This can help reach media and local officials. It also helps extend your posts' longevity.
 - Consider tagging local news outlets and writers, radio stations, mayors and partner organizations.
 - Tag TDA on Facebook and Twitter
 - Twitter: @TexasDeptofAg
 - Facebook: TexasDepartmentofAgriculture
- ✓ **Customizing your profile banner image** to feature a link to COVID-19 updates from your organization.



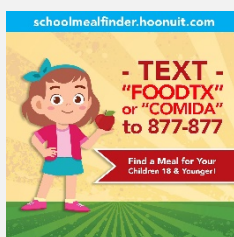
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Types of Social Media Posts

Build Awareness:

English Posts:

- ✓ Grab and Go Meals are available for students every <insert days> from <insert start and end times>. Menus are posted on our website <insert link>.
 - Include a list of meal site locations, a link to view sites, or an image with sites.
- ✓ Schools around Texas are still serving meals at no cost to kids 18 and younger. Text “FoodTX” or “COMIDA” to 877-877 to see if meals are being served in your area.
 - Include TDA provided Social Media Image #1; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.
- ✓ Parents, many schools are still serving meals all across Texas. Text “FoodTX” or “COMIDA” to 877-877 to check and see if meals are being served in your community.
 - Include TDA provided Social Media Image #2; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.



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- ✓ Visit the interactive map at SchoolMealFinder.hoonuit.com or text “FoodTX” or “COMIDA” to 877-877 to see if a school near you is serving healthy, no cost meals to kids 18 and younger.

- Include TDA provided Social Media Image #3; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.

- ✓ Parents, did you know you can use text or use our interactive map to find no cost, nutritious and healthy meals for your children 18 and younger? Text “FoodTX” or “COMIDA” to 877-877 or visit the website, SchoolMealFinder.hoonuit.com, to check to see if schools in your community is offering meals to kids.

- Include TDA provided Social Media Image #4; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.

- ✓ If you're concerned that your child may not be getting the right nutrition during this difficult time, text “FoodTX” or “COMIDA” to 877-877 to see if there is a meal site available near you. Meals are available to kids that are 18 and younger.

- Include TDA provided Social Media Image #5; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.



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Build Awareness:

Spanish Posts:

- ✓ Escuelas alrededor de Texas aún están sirviendo comidas Sin Costo a niños de 18 años y menores. Escriba "FoodTX" o "COMIDA" en un texto al 877-877 para ver si se están sirviendo comidas en su área.

- Include TDA provided Social Media Image #1; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.

- ✓ Padres, hay varias escuelas que aún están sirviendo comidas alrededor de Texas. Escriba "FoodTX" o "COMIDA" en un texto al 877-877 para ver si se están sirviendo comidas en su comunidad.

- Include TDA provided Social Media Image #2; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.

- ✓ Visite el mapa interactivo en SchoolMealFinder.hoonuit.com o escriba "FoodTX" o "COMIDA" en un texto al 877-877 para ver si una escuela cerca de usted está sirviendo comidas saludables y sin costo a niños de 18 años y menores.

- Include TDA provided Social Media Image #3; animated.



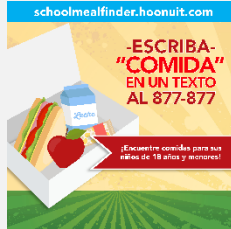
- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.



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- ✓ Padres, ¿sabían que pueden usar mensajes de texto o nuestro mapa interactivo para encontrar comidas saludables y nutritivas sin costo para sus niños de 18 años y menores? Envíe un texto o visite el sitio web para ver si las escuelas en su comunidad están ofreciendo comidas para niños. SchoolMealFinder.hoonuit.com.

- Include TDA provided Social Media Image #4; animated.



- #TexasAgricultureMatters; #TexasDepartmentofAgriculture; other important hashtags of your choosing.

- ✓ Si le preocupa que su hijo no está recibiendo la nutrición correcta durante estos tiempos tan difíciles, escriba "FoodTX" o "COMIDA" en un mensaje de texto para ver si se encuentra disponible un sitio de servicios de comidas cerca de usted. Hay comidas disponibles para niños de 18 años y menores..

- Include TDA provided Social Media Image #5; animated.



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Share Updates

- ✓ Starting today, the meal site at <insert site name> will be closed. Households can still get meals at the five other meal sites. <insert list of open meal sites and meal pickup times>.
- ✓ We have new expanded hours at our meal pick up sites to better serve families. Meal sites will now be open <insert time> at all locations. <insert link or list of locations>.

Highlight Successes

- ✓ This week there were <insert number> meals served to students. Thank you to our incredible child nutrition employees for making sure our students are healthy while studying at home.

Call to Action (General Information for the Community)

- ✓ During COVID-19 response, schools and organizations are providing meals at no cost to children 18 and younger. A meal site may be near you, visit SchoolMealFinder.hoonuit.com, text "FoodTX" or COMIDA" to 877-877, or call 211 to locate possible meal sites in your community.
- ✓ Many schools and organizations are serving no cost meals to kids 18 and younger as a response to COVID-19. Help us spread the word by sharing this information with your friends and family so they can see if there is a meals site near their homes. 1) Visit SchoolMealFinder.hoonuit.com 2) Text "FoodTX" or COMIDA" to 877-877 or 3) Call 211
- ✓ Help the children in your community receive healthy, no cost meals today! There are 3 convenient ways to see if there is a nearby meal site in your community. 1) Visit SchoolMealFinder.hoonuit.com 2) Text "FoodTX" or COMIDA" to 877-877 or 3) Call 211
- ✓ Families can use three tools to see if there is a meal site distributing food at no cost to children 18 years old and younger. 1) Visit SchoolMealFinder.hoonuit.com for an interactive meal site map. 2) Text FOODTX or COMIDA to 877-877 to receive a text with the three closest meal sites to your location. 3) Call 211 to speak to a live operator. Use the tools daily as site locations and times may change.



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Examples from Texas Schools

Build Awareness:



Share Updates:



Highlight Successes:



Cover Photo to Feature Meal Service:



Food and Nutrition Division
National School Lunch Program



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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This institution is an equal opportunity provider.



Updated 09/2020
www.SquareMeals.org