

National School Lunch Week Social Media Assistance Packet

This Social Media Assistance Packet provides social media posts (images and text) you can use to increase student engagement through the Texas Department of Agriculture's (TDA's) National School Lunch Week (NSLW). Implementing the best practices below and utilizing the copy-and-paste posts and images in this packet will help your school encourage students to take an interest in healthy school meals! All posts can easily be modified for your school.

Social Media Best Practices

Developing your social media strategy in advance can eliminate stress and ensure consistent messaging. Keep these best practices in mind when planning social media content, whether it's for your school website, Facebook, Twitter or Instagram.

Your Audience includes parents, kids, local media, and community leaders. Language and content should be tailored to reach the appropriate audience. Always keep the reader in mind as you write. Every message should be easy for your audience to read.

Use Photos, Videos or GIFs to add visual appeal and capture additional attention. Use the images provided or add your own.

Facebook Video, Facebook Live and Instagram's Boomerang offer ways to add interactive elements to communication platforms and further engage your audience.

A Social Media Tag creates a short link to a profile and the post may be added to that person's 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, and your local mayor.

Tag TDA on Facebook and Twitter

- <u>Twitter</u>: @TexasDeptofAg
- **<u>Facebook</u>**: TexasDepartmentofAgriculture
- <u>Hashtags:</u> #NSLW23 #TXNSLW #NSLWBiteSeenAcrossTexas





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Food and Nutrition Division School Breakfast Week This product was funded by USDA. This institution is an equal opportunity provider.



Updated 6/28/2023 www.SquareMeals.org

Copy-and-Paste Images and Posts





POST #1

National School Lunch Week is two weeks away! Join us in recognizing the importance of a healthy lunch. Visit www.SquareMeals.org/NSLW for more information. #TXNSLW #NSLW23

POST #2

Parents and Guardians, please join us next week and "Level Up with School Lunch" during National School Lunch Week, October 9-13! Learn more at <u>www.SquareMeals.org/NSLW</u> #TXNSLW #NSLW23



POST #3

Today kicks off National School Lunch Week! Join us all week as students "Level Up with School Lunch"! #TXNSLW #NSLW23



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Beta Bake (Baked Batatas and Apples)



	THEME DAY IDEA
with Schoo	ol Lunch 🛛 💦 🔪 💿 😥 😥
	partment of Agriculture in celebrating National School Lunch Week
long, Students can ge	Encourage your students to "Level Up with School Lunch" all week It their NSLW Game On with the fun activity ideas below. Include
Implement one or more	ties in your school's morning announcements and/or school menu, a ideas or use them as inspiration for your own theme days to help
generate.	student participation and excitement for NSLW 20231
Hou	Will You D?
-	
Level 1	Get the nutrition "high score" at your school! Count how many different fruits and vegetables you can eat during National School Lunch Week. Extra
High Score	"HP" (health points) for eating ones from Texas!
Level 2	Don't get "pwned" - power up with a healthy school lunch! Make
Level 2 Power Up	Don't get "pwned" – power up with a healthy school lunch Make your #NSEWBiteSeenAcrossTX and try a new school food in the cafeteria today!
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POST #4

Check out how students can "Level Up with School Lunch" by participating in a taste testing event! Students will have the option of trying a "Beta Bake" for National School Lunch Week! #TXNSLW #NSLWBiteSeenAroundTX

POST #5

Encourage your students to eat lunch at school October 9-13 to "Level Up with School Lunch"! Check out our celebration menu and learn more about NSLW at <u>www.SquareMeals.org/NSLW</u> #TXNSLW #NSLW23

POST #6

Calling all parents! Learn how you and your student can level up during school lunch this month! Visit www.SquareMeals.org/NSLW to learn about National School Lunch Week 2023. #TXNSLW #NSLW23



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