TEXAS DEPARTMENT OF AGRICULTURE FOOD AND NUTRITION DIVISION

JAMER GUIDEBOOK





SUMMARY

Using the tools and strategies in this guidebook will help set the stage for new successes as a partner in the Summer Meal Programs. When you serve appealing, great-tasting meals and have an engaging meal site setting, there are no limits to the impact your program can have. By making this commitment to summer meals excellence, you help build a healthier future for your community and the entire state of Texas.

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SPREAD THE WORD USING SUMMER OUTREACH MATERIALS



Promotional Materials and Support Resources

AVAILABLE FOR DOWNLOAD

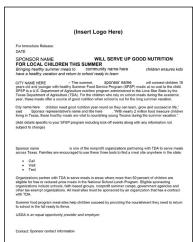
The following resources can be used to improve outreach efforts in your community. Download printable materials in English and Spanish online at **SquareMeals.org under Summer Resources.**





Helpful Tip: Yard signs can only be used with property owner consent.









Helpful Tip: Posters can only be used with property owner consent.









Web Based Resources

AVAILABLE FOR DOWNLOAD

Promote your summer meal sites on your website or social media platforms. Download materials online at **SquareMeals.org under Summer Resources.**











Summer Meal Programs Social Media Support Packet

This Summer Meal Programs Social Media Support Packet provides social media posts you can use to increase awareness of your summer meal sites. There also are photos and a campaign schedule. Utilizing the best practices and full social media campaign laid out in this packet will help your site increase awareness of the summer meal program in your community.

Social Media Best Practices

Whether you are using Facebook, Twitter or Instagram, developing your social media strategy in advance can take the stress out of daily posts and ensure consistent messaging. Keep these best practices in mind when planning social media content.

four audience includes parents, kids, local media, officials and community leaders. Language and content should be tailored to reach the appropriate audience. I his may require communicating about your site and mission in several different ways. Remember to always eeps the reader in mind as you write. 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 strention. Facebook Video, Facebook Uke and Instagram's Boomerang offer fun ways to add multimedia to communication platforms and can build brand trust and awareness among your audience.

A social media tag creates a short link to a profile and the post may be added to that persor or group's timeline. This will increase the visibility of the posts beyond an immediate audience. It is can help reach media and local officials. It also helps extend your posts'

Consider tagging local news outlets and writers, radio stations, mayors and schools.

Tag TDA on Escabook and Twitter



SPREAD THE WORD USING SOCIAL MEDIA

Social Media Strategies

Social media enables sites to share content in real time, connect with different audiences, post photos, and engage with those who may not know about the Summer Meal Programs. Developing a social media strategy can give structure to daily posts and ensure consistent messaging.

Best Practices When Planning Your Own Social Media Content



AUDIENCE

• Language and content should be tailored to reach the target group, whether it is parents, kids or the community. This may mean communicating about a site in several different ways.



PHOTOS AND VIDEOS

- Social media posts that include either a photo or video catch readers' attention more than words alone.
- Video and live streaming offer fun ways to introduce multimedia into communications.
- Research has shown that video posts offer excellent reach and no additional cost.

CALL TO ACTION

- In marketing, a call to action is defined as an instruction to the audience that provokes an immediate response. It usually includes an imperative such as "find out more" or "click here."
- The sample posts section on the next page includes an example of using a call to action.



TAGS

- When someone is tagged in social media with the user's handle preceded by the at symbol (@), it creates a short link to their profile and the post may be added to that person's or group's timeline. This could increase the visibility of the posts beyond an immediate audience.
- Tag TDA on X, Facebook, and Instagram.

X: @TexasDeptofAg

Facebook: @TexasDepartmentofAgriculture

Instagram: @TexasAgriculture



POST ON MULTIPLE CHANNELS

- There are multiple social media channels including Facebook, X, Instagram and many others, all with different target audiences.
- Many of the tips from above resonate across all three channels.

SPREAD THE WORD USING COMMUNITY ENGAGEMENT

Partnerships

Partnerships can boost your marketing efforts by combining forces and strengths. Read on to learn about building strong partnerships.



CONNECTING WITH LOCAL OFFICIALS: MAYORS, JUDGES, CITY COUNCIL AND COMMISSIONER COURT MEMBERS

Communities and their local officials offer opportunities for increasing your sites' visibility. Send the "Healthy Summer Meals for Kids" proclamation electronically to the mayor's office and ask that the mayors and city council members present this proclamation at a city council meeting. Sample proclamations are available for download at **SquareMeals.org under Summer Resources.**

CONNECTING WITH LOCALLY OWNED BUSINESSES AND FARMERS' MARKETS

Farmers' markets and locally owned businesses offer unique partnering opportunities. Coordinate with these businesses to display marketing materials to promote the Summer Meal Programs.

COMMUNITY-BASED EMAIL COMMUNICATION

Many community partners and organizations send local families newsletters highlighting upcoming events and activities. Newsletters and email campaigns are sent directly to program participants and help increase awareness.



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mail:

U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;

fax: (202) 690-7442; or email: program.intake@usda.gov.

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