

Best Practices for Social Media

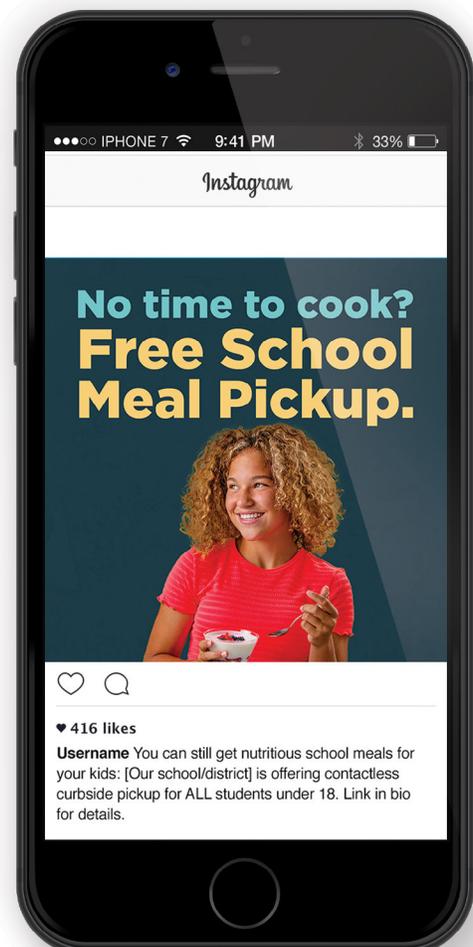
Here are some helpful tips for talking about curbside meals on your website, social media pages, newsletters, emails and more.

Share on Social Media

- **Length** – Ensure the main message is in the first 90 characters of your post text
- **Frequency** – Post about the meal program 2-4 times per month
- **Time** – In general, social media reach will be highest if you post during weekday afternoons or on Saturdays
- **Tagging** – Add school- or district-related hashtags or other commonly used hashtags for Instagram; search any new hashtags for potential negative associations before using them
- **Key messages**
 - Safe/contactless curbside pickup
 - Nutritionally balanced meals
 - Save meal prep time as you juggle having kids at home
 - All students 18 and younger can get free meals
 - Meal pickup helps support your school and community

Include a Call to Action

- **Provide next steps** – List pickup times and locations and other helpful tips
- **Invite interaction** – Ask questions, like “Does your child prefer chocolate or strawberry milk?” or create a poll, like “Carrots and Ranch vs. Broccoli and Cheese.”
- **Encourage tags and shares** – Remind parents and staff to share the information with others they know who miss the convenience of school meals
- **Use a hashtag** – Consider naming your program (e.g., #SmithISDCurbside) and invite parents, teachers and relevant student organizations, such as your Fuel Up to Play 60 Student Team, to use the hashtag and help spread the word



Expand With Your Own Photography

- **Show the food**

- The enticing qualities of the food
- The variety/amount of food in each package
- Food packaged for distribution; how easy and safe pickup will be



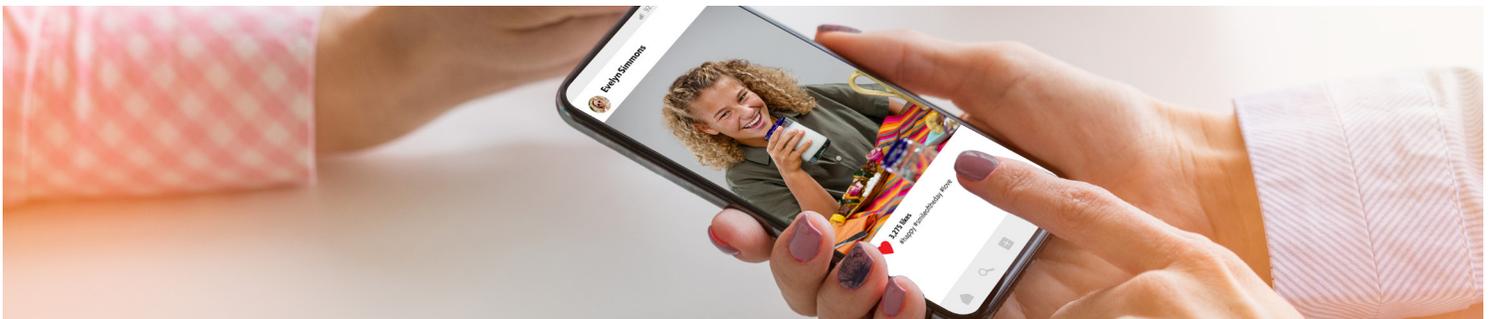
- **Show your team**

- Cooking, assembling or distributing meals to cars
- Following safety protocol, such as masks, gloves and cleaning
- Holding signs with happy, encouraging messages



- **Show willing students/parents**

- Show students/parents only when they have shared the photo themselves first, have provided appropriate permission, and/or are not identifiable



Questions? Contact a school wellness consultant at DairyMAX.org/School/Expertise.