

# Best Practices for Social Media

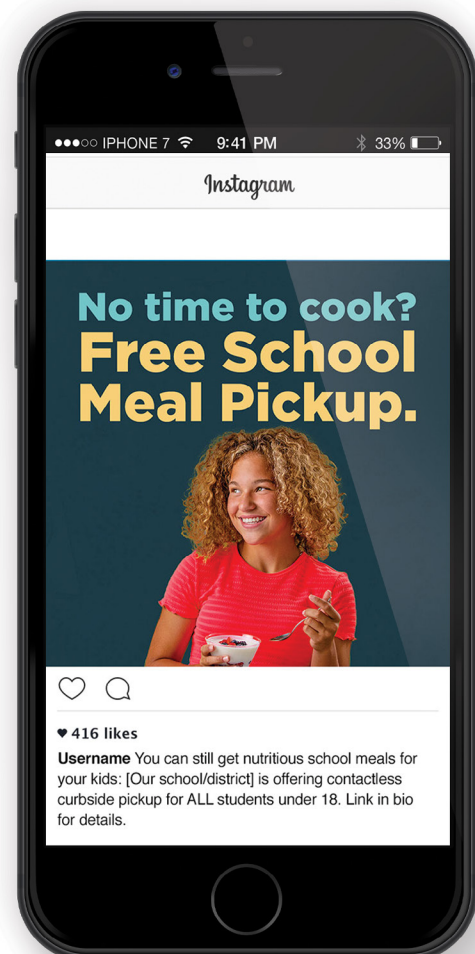
Here are some helpful tips for talking about curbside meals on your website, social media pages, newsletters, emails and more.

## 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



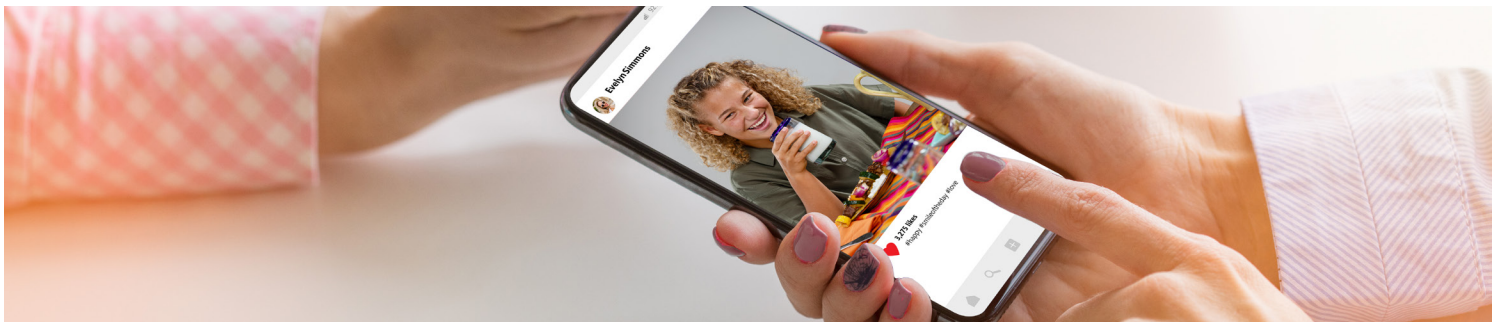
- **Show your team**

- 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](https://DairyMAX.org/School/Expertise).