



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 student art contest. 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 through their own creativity! 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 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 we 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 mayors.

Tag TDA on Facebook and Twitter

- **Twitter:** @TexasDeptofAg
- **Facebook:** TexasDepartmentofAgriculture
- **Art Contest Hashtag:** #YouArtWhatYouEat



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)



Food and Nutrition Division
You Art What You Eat Art Contest

This product was funded by USDA.
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Updated 10/27/2021
www.SquareMeals.org

Copy-and-Paste Images and Posts



POST #1

Calling young artists in Texas! Submit entries for TDA's annual #YouArtWhatYouEat student art contest. The winning artwork inspires TDA's National School Lunch Week and School Breakfast Week materials and will appear in schools across the Lone Star State. For contest details visit www.SquareMeals.org/ArtContest.



POST #2

TDA is accepting entries for the annual #YouArtWhatYouEat statewide student art contest! Visit www.SquareMeals.org/ArtContest for more information.

* Can change to an image of your students or their artwork



POST #3

Encourage your child to think about their favorite healthy school meals and enter TDA's #YouArtWhatYouEat student art contest today! Learn more at www.SquareMeals.org/ArtContest



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POST #4

Save the Date! Submit entries for TDA's annual #YouArtWhatYouEat student art contest by March 4th! Visit www.SquareMeals.org/ArtContest to enter today!



POST #5

Last chance to enter to win TDA's annual #YouArtWhatYouEat student art contest. The deadline is this March 4th! Visit www.SquareMeals.org/ArtContest to enter!



* Can change to an image of your students or their artwork

POST #6

Don't forget to submit your artwork in TDA's annual #YouArtWhatYouEat student art. The deadline is March 4th! Visit www.SquareMeals.org/ArtContest to enter!



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