

**SCHOOL LUNCH PIRATES  
FIND YOUR TREASURE!**

**NATIONAL SCHOOL LUNCH WEEK**  
OCTOBER 14-18, 2024

# SOCIAL MEDIA Assistance Packet



**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)

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# SOCIAL MEDIA ASSISTANCE PACKET

This Social Media Assistance Packet provides image ideas and text for National School Lunch Week social media posts! Use the best practices below, along with the copy-and-paste text on the pages following them.

## Social Media Best Practices

Develop your social media strategy in advance to ensure consistent messaging. Keep these best practices in mind when planning social media content, whether it's for Facebook, X (formerly Twitter) or Instagram.

- **Your audience** includes parents or caregivers, children, local media, and community leaders. Language and content should be tailored to reach your intended audience. Always keep the reader in mind as you write. Every message should be easy for your audience to read and understand.
- **Use photos, videos or gifs** to add visual appeal and capture attention. Use the images we provided or add your own!
- **Live feeds, reels, and stories** offer ways to add interactive elements 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 makes your posts easier to find! This can also help reach media and local officials. Consider tagging local news outlets, radio stations, and your mayor.

### Use These Tags!

**X (formerly Twitter): @TexasDeptofAg**

**Facebook: Texas Department of Agriculture**

**Instagram: @texasagriculture**

**Hashtags: #TXNSLW #NSLW24**



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www.SquareMeals.org

# Copy-and-Paste Images and Posts



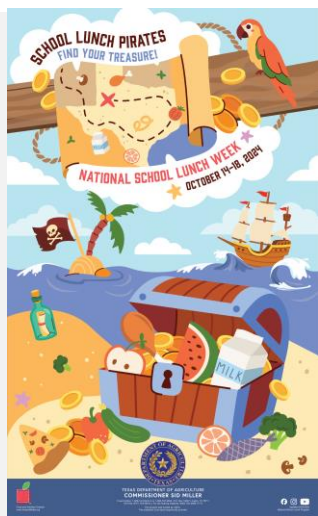
## POST #1

Arrgh! Get ready to set sail on a tasty adventure with us during National School Lunch Week! This year's theme is "School Lunch Pirates: Find Your Treasure!" Explore [www.SquareMeals.org/NSLW](http://www.SquareMeals.org/NSLW) for more information. #TXNSLW #NSLW24



## POST #2

Ahoy, parents and guardians! National School Lunch Week is here, and we're ready to uncover delicious treasures with our theme "School Lunch Pirates: Find Your Treasure!" Stay tuned for a week of nutritious adventures for your buccaneers! Explore more at [www.SquareMeals.org/NSLW](http://www.SquareMeals.org/NSLW) #TXNSLW #NSLW24



## POST #3

Set sail! National School Lunch Week has arrived, and we're diving into the theme "School Lunch Pirates: Find Your Treasure!" Get ready for a week full of delicious discoveries and nutritious delights! #TXNSLW #NSLW24



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## POST #4

Join us for a taste-testing adventure! Discover delicious treasures this National School Lunch Week by trying the “**INSERT MENU ITEM**” – where every bite is a culinary gem! #TXNSLW #NSLWBiteSeenAroundTX



## POST #5

Set sail for a flavorful feast! Explore our school lunch menu and discover a hidden bounty with the theme "School Lunch Pirates: Find Your Treasure"! Your buccaneers are in for a nutritious adventure every day! Learn more about NSLW at [www.SquareMeals.org/NSLW](http://www.SquareMeals.org/NSLW) #TXNSLW #NSLW24



## POST #6

Aye, me hearties! Thanks for joining our crew on the "School Lunch Pirates: Find Your Treasure" journey! Here's to many more nutritious and tasty adventures ahead! Explore [www.SquareMeals.org/NSLW](http://www.SquareMeals.org/NSLW) to learn about National School Lunch Week 2024. #TXNSLW #NSLW24



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