

MARKETING TOOLKIT

National School Lunch Week 2025



TEXAS DEPARTMENT OF AGRICULTURE
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Squaremeals.org



MARKETING TOOLKIT

What's inside?

- Parent/Guardian Flyer
- Morning Announcements
- Your Field Guide to School Lunch
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- Social Media Graphics



NATIONAL SCHOOL LUNCH WEEK

DEAR PARENTS AND GUARDIANS:

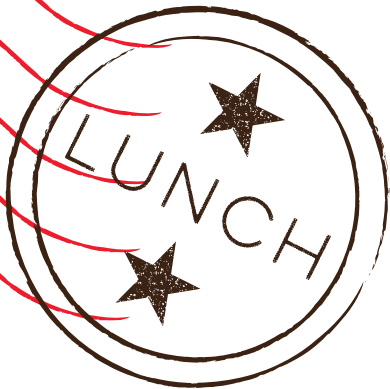
You're invited to pack your bags and travel with us as your student participates in **National School Lunch Week**, October 13-17, 2025.

This year, the Texas Department of Agriculture and your child's school nutrition team are using the theme **"Texas Taste Tour: Your School Lunch Passport"** to showcase nutritious meals served at school and healthy foods from Texas. Celebrating National School Lunch Week can introduce students to the many ways balanced, nutritious school meals help fuel success.

School nutrition professionals work hard to serve lunches that keep students ready to embark on academic adventures throughout the school day. Come along for the journey by encouraging your child to eat lunch in the cafeteria this week.

For more information, please visit www.SquareMeals.org/NSLW.

#TXNSLW25 #TXNSLW25 #TexasTasteTour25
#YourTXSchoolLunchPassport25





NATIONAL SCHOOL LUNCH WEEK

MORNING ANNOUNCEMENTS

Friday Before NSLW (Friday, October 10, 2025)

Pack your bags and grab your passports ... National School Lunch Week starts Monday! This year's theme is "Texas Taste Tour: Your School Lunch Passport." All week long, the cafeteria will serve up tasty meals to take your tastebuds on a trip across Texas. Get ready for fun activities, delicious lunches, and a week of adventure!

First Day of NSLW (Monday, October 13, 2025)

Welcome aboard! Your Texas Taste Tour for National School Lunch Week starts today and your first stop is the cafeteria! All week long, you can enjoy delicious meals showcasing the flavors of Texas. Don't forget – school lunch helps fuel your day with the nutrition you need to learn and grow. Grab your tray today and let the tour begin!

Mid-week NSLW (Wednesday, October 15, 2025)

We have arrived at the halfway point of our Texas Taste Tour for National School Lunch Week. Your school nutrition tour guides are serving up exciting new flavors from the Texas panhandle to the Rio Grande. Keep showing up for the adventure by packing your trays with delicious meals!

Last Day of NSLW (Friday, October 17, 2025)

Today we reach the final destination of our Texas Taste Tour for National School Lunch Week! Thank you for joining us on this tasty journey. Remember, school lunch is always a great choice that's full of the fuel your body and brain need to succeed. Even though the tour ends today, the good food won't stop. See you in the lunch line!





NATIONAL SCHOOL LUNCH WEEK

YOUR FIELD GUIDE TO SCHOOL LUNCH PROMOTION

Forks Up, Phones Out

Showcase your National School Lunch Week festivities on social media with this handy School Lunch Promotion outline! The strategies and resources provided below will help you boost engagement and raise awareness about the important role school lunch plays in fueling students for the road ahead.

Social Media Best Practices

Planning your social media strategy in advance can help prevent off-the-rails content issues and help your viewers stay up to date with the latest news from your school. Whether you're posting to your school's website, Facebook, X, or Instagram, keep these tips in mind as you steer your program's online presence in the right direction.

Tailor the language and content to effectively connect with parents, caregivers, children, local media, and community leaders. Always consider that audience when crafting your message. Keep posts simple and easy to understand – there's no need to take the scenic route with your wording!

Add some extra mileage to your posts with eye-catching photos, videos, or GIFs. You can use TDA-provided templates or put your own creative spin on your social media. Be sure to check out our display props and the NSLW DIY Kit to create photo backdrops and selfie stations that showcase the personality of your school! Live feeds, reels, and stories are strategic tools for making posts interactive and deeply engaging.

Make sure to tag TDA on social media. We're excited to see how your schools are celebrating NSLW 2025!

On social media, hashtags are words or numbers preceded by the pound (#) symbol. Include hashtags in your social media posts, profile biography sections, and comments on Instagram, Facebook, X, LinkedIn, YouTube, and Pinterest to help users discover and engage with your content!

Hashtags and mentions using the at (@) symbol are essential for spreading awareness about your initiatives to the community, media, and local officials. Consider tagging regional news outlets, radio stations, your local mayor, and – of course – TDA!

Hashtags:

#TXNSLW25 #NSLW25 #TexasTasteTour25
#YourTXSchoolLunchPassport25

Tag TDA!

- X: @TexasDeptofAg
- Facebook: TexasDepartmentofAgriculture
- Instagram: @TexasAgriculture
- LinkedIn: TexasDepartmentofAgriculture



NATIONAL SCHOOL LUNCH WEEK

GET CREATIVE WITH THEMED SOCIAL MEDIA CAPTIONS

1. Pack your tray and start your engines ... the Texas Taste Tour starts now, and you're invited!
2. Today's destination: Flavor! Come join us in the cafeteria to see what's cooking.
3. No need to leave campus to travel ... school lunch takes you places.
4. No ticket needed ... just bring your appetite. This week, our cafeteria is your road map to Texas-grown flavor!
5. There's no better way to fuel up for the road ahead than with a hot school lunch. Stop by the cafeteria to join in on the Texas Taste Tour fun today!
6. From October 13-17, 2025, we're bringing the tastes of Texas straight to your lunch tray. Hop in the passenger seat and join us in the lunch line for National School Lunch Week!
7. Let's take the scenic route – through the lunch line! Taste your way through Texas, one school lunch at a time.
8. Lunch tastes better when it comes with Texas roots. Join us on the Texas Taste Tour for National School Lunch Week to get your Tex-an-approved meal today!
9. No passport? No ticket? No problem! Just hop in the lunch line and cruise through a week of Texas-sized celebrations, filled with flavor.
10. Refuel ... the fun way! Grab your lunch tray and cruise through a week of Texas tastes during National School Lunch Week.
11. No roadside diner needed – our cafeteria is serving up true, tasty Texas flavor with every tray.
12. Buckle up for delicious dishes! This week's school lunches are steering straight into Texas flavor territory. Come along for the adventure!
13. Your next taste tour destination? Right here at school. Follow the lunch line and let the tastes of Texas lead the way!
14. Detour to delicious! Take a tasty turn right into the cafeteria and explore a new Texas flavor each day.





NATIONAL SCHOOL LUNCH WEEK

SOCIAL MEDIA GRAPHICS

LinkedIn Cover Photo/Web Banner



Facebook Cover Photo



Virtual Background

