

# School Breakfast Week

## Social Media Assistance Packet

This *Social Media Assistance Packet* provides social media posts (images and copy) you can use to increase meal participation at your school. Implementing the best practices below and utilizing the copy-and-paste posts and images in this packet will help your school boost meal participation during School Breakfast Week and raise awareness about the School Breakfast Program. All posts can easily be modified to accommodate any meal service model.

**Social Media Best Practices** Whether you are using Facebook, Twitter or Instagram, developing your social media strategy in advance can take the stress out of daily posts and ensure consistent messaging. Keep these best practices in mind when planning social media content.

**Your audience** includes parents, kids, local media, officials and community leaders. Language and content should be tailored to reach the appropriate audience. This may require communicating about your school and districts meal service options in different ways. Remember to always keep the reader in mind as you write. Every message should be easy for your audience to read.

**Use photos, videos or GIFs** whenever possible. Posts with visual appeal capture a lot of attention. We have provided various images that you can utilize.

**Facebook Video, Facebook Live and Instagram's Boomerang** offer ways to add multimedia to communication platforms and can build trust and awareness among your audience.

**A social media tag** creates a short link to a profile and the post may be added to that person 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



# Copy-and-Paste Images and Posts



## POST #1

Mark your calendars and get ready to celebrate Texas' School Breakfast Week, March 8<sup>th</sup> -12<sup>th</sup> . The theme is *Blast Off with a Healthy School Breakfast*. Students will learn about how nutrient-rich foods and eating a healthy breakfast improve their performance in the classroom and in life.



## POST #2

It's still wintertime and that's when Texas oranges and grapefruits are at their freshest. TDA works to connect Texas students with seasonal produce throughout the year. Try Texas citrus during School Breakfast Week, March 8<sup>th</sup> -12<sup>th</sup>.



## POST #3

School Breakfast Week is coming soon to a cafeteria near year! During the week of March 8<sup>th</sup> -12<sup>th</sup>, TDA supports schools as they celebrate the healthy breakfasts that help students succeed in the classroom. Thank your local nutrition professional during School Breakfast Week.



Food Nutrition Division  
School Breakfast Program



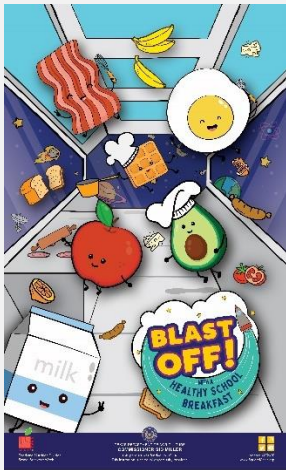
TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

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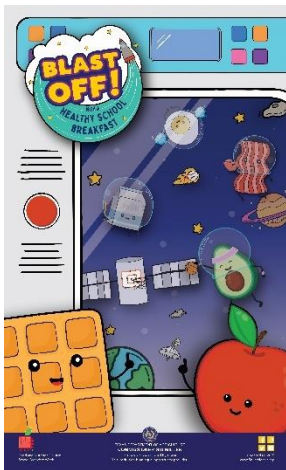
Updated 1/22/21  
[www.SquareMeals.org](http://www.SquareMeals.org)

# Copy-and-Paste Images and Posts



## POST #4

Encourage your child to eat breakfast at school March 8th -12th in celebration of School Breakfast Week. Learn more at [www.SquareMeals.org/SBW](http://www.SquareMeals.org/SBW)



## POST #5

Today kicks off School Breakfast Week! Share your experience with pictures of what you're doing to celebrate at #TXSBW.



## POST #6

That's "a wrap" on School Breakfast Week! Thanks to the hard work of dedicated school food service professionals Texas children learned lifelong lessons about starting the day with good nutrition. #TXSBW



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