# Using Social Media to Communicate

# with Parents, Guardians, and the Community

Social media allows school nutrition departments to interact with parents and the community in an easy and welcoming way. It can increase program visibility, educate families about the programs, and be used to share program highlights and successes.

Be sure to work within the parameters of the district’s communications and social media guidelines.

**What to Share on Social Media:**

* Photos of daily meals, weekly or monthly menus
* Promote upcoming special meals or celebrations
* Introduce new menu items
* Highlight school gardens or local foods being served that week
* Reminder families to fill out free/reduced meal applications
* Spotlight staff accomplishments
* Share data, wellness tips, and recipes

**Social Media Tips:**

* Keep messaging short
* Use quality pictures and get consent before using images of people
* Provide links to districts websites
* Keep social media messages light and positive
* Have a plan for dealing with negative comments (ICN Social Media Response Chart)
* Start small with one or two platforms
* Establish a routine for posting regularly
* Use #Hashtags (i.e. #FuelingKSKids)

**Sample Social Media Text:**

* School meals are nutritious, delicious, and affordable for all! To apply for free or reduced price meals, contact your school at <XXX-XXX-XXXX > or email <name> at <email>.
* In order to receive FREE or REDUCED cost meals contact your school today!
* Lunch time is a great time to enjoy food with friends. Learn more about our school lunch program at <insert website url>.
* Running short on time in the morning? Enjoy a quick and healthy breakfast at school! Learn more at <insert website url>.
* School meals: the original Value Meal.
* Where can your kids get a delicious meal served fast, with a smile at a great price? Your local school cafeteria.
* Where can students get a wholesome, balanced, nutritious meal for under $4? At your local school cafeteria. Join us for a meal today!
* Kickstart your day with a grab and go breakfast from your school cafeteria for under $2.
* School meals provide good nutrition for healthy bodies & health minds.

 

 