



## MAKE SOME NOISE: Create Social Buzz

**W**hatever your **#lunchplaylist** entails, make time to develop a social media plan that will start in the weeks leading up to **#NSLW19** and gain momentum throughout your weeklong celebration.

Use a variety of platforms to reach different audiences (e.g., Facebook for parents, Instagram for students and Twitter for local media).

Consider streaming a Facebook Live video for one of your lunchtime performances or events.

Create a video to promote your celebration using your smartphone, and jazz it up with easy-to-use free tech tools from this great resource: [www.yournerdybestfriend.com/](http://www.yournerdybestfriend.com/).



**#NSLW19**

**#LunchPlaylist**

**#SchoolLunch**

**#SchoolLunchRocks**

**#SchoolLunchHits**





# HIT MAKERS: Social Media Dos & Don'ts

**DO:** Use relevant hashtags to track the conversation, and amplify your own posts: **#NSLW19**, **#LunchPlaylist**, **#SchoolLunch**.

**DON'T:** Share poor-quality photos. Learn how to stage a great food photo (i.e., shoot in natural light, remove background objects, crop instead of using the zoom to avoid grainy photos, use colorful trays and plates) and practice!

**DO:** Update your Facebook page with our **#NSLW19**-branded cover photos, and shareable content available in our members-only PR Resources section under PR campaign on SNA's website.

**DON'T:** Worry if your school or program isn't on social media! We love to share member photos on SNA social media channels. Tag SNA on Facebook (@SchoolNutritionAssociation), Twitter (@SchoolLunch) and Instagram (@SchoolNutritionAssoc).

**DO:** Use photos of **healthy menu options** and caption the photos with a list of what's depicted, and tag distributors, farmers, producers, etc.

**DON'T:** Post any photos of students **without checking** your school and/or district's policy regarding photo media releases.

Check with the principal or communications office for guidance. Make sure your school's communication office has release templates on file.

**DO:** Think about who uses **what platform**; students like Twitter for news, but they get more 'social' on Instagram and Snapchat, while parents prefer Facebook and Twitter. Tailor your messages—and images—accordingly.

**DON'T:** Forget to use **#NSLW19** in three key ways—**promote** and generate excitement ahead of time, **share** photos and updates all week long, and **follow-up** with a post-NSLW update via a blog or newsletter, for example.

**DO:** Use other strategies to increase engagement, along with great photos and infographics. For example, share links to relevant content from the SNA website, a human interest story about your program from the local media or a school lunch video you create!

**DON'T:** Hesitate to **go the extra mile** to customize **#NSLW19** for your school with logos, photos, mascots and more! **Personalize the message** for students and parents to communicate what makes your school lunch program special!