



## SCHOOL MEALS MARKETING TOOLKIT

Marketing is one of the most effective tools for increasing participation in school meals.

**This toolkit was created to help you get the word out to students and families about school meals. Scroll down for social media graphics and sample social media posts.**

It includes both ready to use and customizable assets to help you quickly and easily communicate with students and families about school meals.

No social media? No problem! The graphics and sample language can also be used in newsletters, on flyers, or in emails.

*If your school or district is serving school meals free to all students through the Community Eligibility Provision (CEP), Provision 2, or another non-pricing model, check out our [CEP Communications Toolkit](#). It includes strategies, sample language, and social media graphics to help you spread the word about school meals available at no-cost to all students.*

## Social Media Graphics

Social media is a great tool for growing awareness about school meals. If your school, district or school nutrition department has active social media accounts—like Facebook, Twitter, and Instagram—utilize these channels to promote your school meals program. Wondering what to post on social media? Post photos, announce the menu, introduce your staff, promote special events, share reminders, solicit feedback, and more.

**To help you get started, we’ve created graphics (below on Pages 3-8).** Post them on social media to make sure students and families know about the availability and benefits of school meals.

**Pair the graphics with a sample social media post in the next section (Pages 9-10) of this toolkit or with your own text.** This is important to ensure that students and families get additional details and specific information about the school meals program within their district.

**Reminder: these graphics can also be included in newsletters, on flyers, or in emails.**

**To save an image from this toolkit to your computer:**

- Right click on an image
- Select “Save to Keep”
  - The image will then appear in a right sidebar window
- Right click on the image in the sidebar and select “Save image as...”

**SCHOOL MEALS ARE FOR  
ALL KIDS!**



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**¡LAS COMIDAS ESCOLARES SON PARA  
TODOS LOS  
NIÑOS!**



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## **2 REASONS TO PARTICIPATE IN SCHOOL MEALS**

1. School meals are nutritious.
2. School meals save families time.



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## **2 RAZONES PARA PARTICIPAR EN LAS COMIDAS ESCOLARES**

1. Las comidas escolares son nutritivas.
2. Las comidas escolares permiten que las familias tengan mas tiempo libre.



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Families have  
more responsibilities  
now than ever.

**LET US TAKE CARE OF  
BREAKFAST  
AND LUNCH!**



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Las familias tienen  
más responsabilidades  
ahora más que nunca.

**¡PERMÍTANOS ENCARGARNOS  
DEL DESAYUNO  
Y EL ALMUERZO!**

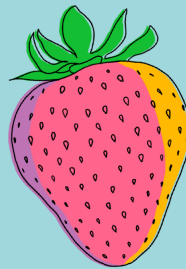
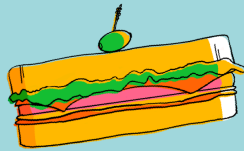


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**DON'T GET  
HANGRY.**

**GET SCHOOL  
MEALS.**



**GRAB YOUR BREAKFAST  
AND LUNCH TODAY  
AND EVERY DAY**







## Sample Social Media Posts

You don't have to start from scratch— customize the sample social media posts below to highlight the details of your school meals program.

Reminder: this sample language can also be adapted for use in newsletters, on flyers, or in emails. That can be in addition to or in place of social media.

*For engaging students:*

- Get your day off to a nutritious and delicious start by eating school breakfast. See what's on the menu this week here: [\(insert website link\)](#)
- Didn't have breakfast at home this morning? No problem, we've got you covered. Stop by the [\(insert location\)](#) to grab breakfast to go.
- We hope to see you for lunch tomorrow— we'll be serving one of our most popular menu items, [\(insert what it is\)](#)!
- Our school nutrition team is proud to cook tasty and nutritious meals for [\(insert district/school name\)](#) students today and every day. Want to know what's for breakfast and lunch? Check out the menu here: [\(insert website link\)](#)
- Last year, our nutrition services department served [\(insert number\)](#) breakfasts and [\(insert number\)](#) lunches! #FoodFacts
- Did you know that the [\(insert fruit or vegetable\)](#) we serve [\(insert "is" or "are"\)](#) grown right here in [\(insert county or state\)](#)? #FoodFacts
- Would you have guessed that we served [\(insert number\)](#) of [\(insert high quantity product\)](#) last year?! #FoodFacts

*For engaging parents/families:*

- Kids need food to grow and learn. [\(Insert district/school name\)](#) serves nutritious breakfast and lunch daily. Learn more about our school meals program here: [\(insert website link\)](#)
- Participating in school meals can save families time spent grocery shopping and meal prepping.
- Did you know that school meals are for ALL students? School nutrition departments receive federal funding for every eligible meal that they serve. So when more students participate, it keeps the program strong for families in need.
- In a rut trying to figure out what to pack for lunch? Cross meal prep off your to do list and let our school nutrition professionals take care of lunch.
- Do busy mornings make it a challenge to find time for breakfast at home? Encourage your child to participate in school breakfast! Take a look at the menu to let them know what to expect this week: [\(insert website link\)](#)
- Any food items served as part of a school meal must meet nutrition guidelines set at the federal level by the USDA. Even though food items provided to students sometimes look like the same items found in stores, these items often have more whole grains and less sugar, sodium, fat and calories.