



LPS Nutrition Services Marketing Campaign 2020-2021 “We’ve Got Your Back”

Background:

We know that many of our parents and students are immersed in a world of unknowns. That is why we are dedicated to ensuring our community not only feels safe but can rely on us to be a constant in your family's life. Whether that be providing your student(s) with a nutritious meal that will help keep them healthy or ensuring students have a clean and safe place to eat their meals, we are here for you! We have implemented many new protocols that will ensure proper social distancing, mandatory face masks and shields for staff, and thorough sanitization between cohorts. Here at LPS Nutrition Services we have your back.

Audience:

- Parents
- Students
 - Sports Teams
- Teachers
- Administrators
- N.S. Staff
- Littleton Community

Methods:

- Social Media
 - At least 3-4 times a week on Facebook/Instagram with a blend of content including nutrition education, photos, videos, #tbt, information about program, vendor spotlight, promotions, recipes, staff spotlight (#notjustalunchlady).
 - Do more with TikTok and video content
 - Cross promote on Twitter and engage when possible
- Newsletters
- District Communications
- Website
 - Refresh will help with ensuring resources are easy to find
- Flyers in Cafe
- Videos (behind the scenes, DYK, recipes, how to's, food safety and sanitation)
- Pitch to local newspapers and news stations



- Community organization partnerships (share plan with local partners to see how they can help the the word out about our program to community)
- Social media following contests with students
- Athletic Nutrition Education Presentations (when able)
- Digital Menu Boards-Titan

Content/Topics:

- Menu
- New Payment System
- Free/Reduced
- Sanitation protocols
- Staying safe during COVID-19
- Nutrition Education
- Fun food facts/jokes
- Kitchen remodels (before and after)- “Here’s your bond money at work”, “Freezers help support us to make 300+ meals each day”
- Behind the scenes-Central office interview, custodial, administration, teachers
- Photos of food and kids
- Get to know N.S. Staff
- Promotions
- Share from other districts doing great things
- Other community partners/school posts
 - Thank you shout-outs to those who have donated
- Program FAQ (ask social media for questions on what they want to know?)
- Vendor spotlight
- CO and Littleton Fun Facts
- Updates on school closures, locations, etc as they become available. Repost district information.
- Topline information on our contingency plans (in FAQ?)
- Social/emotional

Measuring Success and ROI:

- Increased ADP
- Increased free and reduced applications
- Parent/student testimonials
- Increased following on social media



- Building community partnerships

Next Steps:

- Create timeline/calendar/who involved to make happen

Questions:

- How can we be partners with teachers and build trust with them? (Ask teachers what they need from us?) Create a personal note for teachers, reaching out letting them know we are here for them and supportive. Have manager information to promote leadership in the school.
- How do we virtually engage with our community? Finding unique opportunities.
 - Facebook lives (behind scene, Q&A (beginning of year), lunchtime raffle)