



Summer Food Service Program Social Media Guide

Using social media - most commonly Twitter and Facebook - has become especially important for organizations to quickly provide information to large numbers of people in a timely manner. Consider using the following sample posts to promote your Summer Food Service Program.

- #Summermeals sites are a great place for kids to get tasty healthy food when school is out! *(Include site information)*
- Reenergize with FREE #summermeals. Dial 211 to locate a site near you! *(Insert site information if single site)*
- #Summermeals are open to all children 18 and younger. NO enrollment, NO cost! *(Include site information or link to locate a site near you)*
- Smiling faces enjoying #summermeals at *(Insert site information)* and *(Picture of children enjoying a meal)*
- #Summermeals are only a text away ~ Text FOOD to 877-877 to find sites near you! Spread the word!
- Free #SummerMeals for kids are now available at ## Kansas library locations. Learn more about the program and find a participating library near you.
- #Summermeals are open to all children 18 and younger. NO enrollment, NO cost! *(Include site information or link to locate a site near you)*
- From toddlers to teens all kids are welcome at #SummerMeals sites to enjoy FREE FOOD! To find a site text "Food" to 877877!
- Healthy, strong and happy kids! Find a #summermeals site near you at <http://www.fns.usda.gov/summerfoodrocks> *(Use this link for sponsors with multiple sites - if only one site post the address and serving times for meals)*

HELPFUL TIPS

- Posts with pictures get greater engagement online so share pictures whenever possible - however be sure to get parental consent if children are featured.
- Twitter is a better medium to reach students while Facebook is more effective in reaching parents
- Tweet and Post your menu daily!

