



Social Media Assistance Packet

This *Social Media Assistance Packet* provides social media posts (images and text) you can use to increase student engagement through the Texas Department of Agriculture's (TDA's) School Breakfast Week (SBW). Implementing the best practices below and utilizing the copy-and-paste posts and images in this packet will help your school encourage students to take an interest in healthy school meals! All posts can easily be modified for your school.

Social Media Best Practices

Developing your social media strategy in advance can eliminate stress and ensure consistent messaging. Keep these best practices in mind when planning social media content, whether it's for Facebook, Twitter or Instagram.

Your Audience includes parents, kids, local media, and community leaders. Language and content should be tailored to reach the appropriate audience. Always keep the reader in mind as you write. Every message should be easy for your audience to read.

Use Photos, Videos or GIFs to add visual appeal and capture additional attention. Use the images we provided or add your own.

Facebook Video, Facebook Live and Instagram's Boomerang offer ways to add interactive elements to communication platforms and further engage your audience.

A Social Media Tag creates a short link to a profile and the post may be added to that person's or group's timeline. This will increase the visibility of the posts beyond an immediate audience. This can help reach media and local officials. It also helps extend your posts' longevity.

Consider tagging local news outlets and writers, radio stations, and mayors.

Tag TDA on Facebook and Twitter

- **Twitter:** @TexasDeptofAg
- **Facebook:** TexasDepartmentofAgriculture
- **Art Contest Hashtag:** #TexasSBW



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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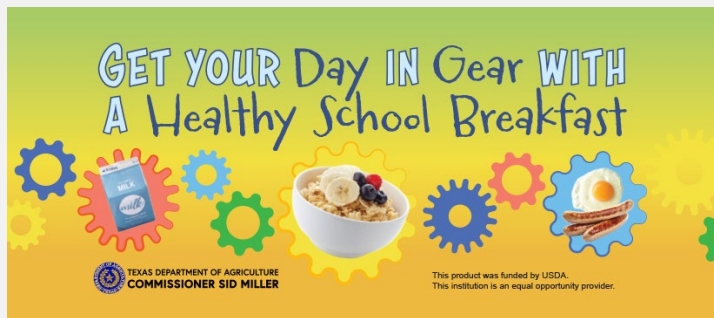
Food and Nutrition Division
School Breakfast Week

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Updated 10/20/2022
www.SquareMeals.org

Copy-and-Paste Images and Posts



POST #1

Everyone can Get in Gear with a Healthy School Breakfast during Texas' School Breakfast Week, March 6th -10th. Learn more at [www.SquareMeals.org/SBW!](http://www.SquareMeals.org/SBW)



POST #2

TDA and our schoolwork to connect Texas students with seasonal produce throughout the year and many schools will serve Texas citrus during School Breakfast Week, March 6th - 10th. Learn more about what is in season at any time of year by visiting, www.SquareMeals.org/SeasonalityWheel



POST #3

School Breakfast Week is in two weeks! Join us in recognizing the importance of a healthy breakfast. Visit www.SquareMeals.org/SBW for more information. #TXSBW



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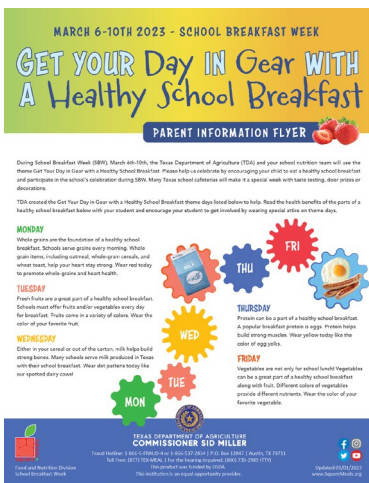
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POST #4

Encourage your child to eat breakfast at school March 6th -10th in celebration of School Breakfast Week. Check out our menu and learn more at www.SquareMeals.org/SBW



POST #5

Calling all parents! Learn about how you can get involved at school this month. Visit www.SquareMeals.org/SBW to learn about School Breakfast Week.



POST #6

Today kicks off School Breakfast Week! Don't forget to share your experience with pictures of what your school is doing to celebrate at #TXSBW.



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