

# SACRAMENTO SUMMER LUNCHBOX



## Social Media Best Practices & Organizations to Follow

### GENERAL BEST PRACTICES

Social media can be an important tool to help promote your summer meal program. Not only can it help your site raise awareness around the Summer Food Service Program, it can also help participants find information on how and where they can access meals, which can ultimately, increase participation in the program. Use this guide for helpful tips and general best practices for popular social media platforms that can help your site utilize social media this summer for maximum benefit.

- Utilize the Sacramento Summer Lunchbox sample social media posts and images  
→ **Sacramento Summer Lunchbox**
- Utilize images and video – especially on Facebook. Videos and images garner more attention than those without
- Follow other organizations so you can share their content via Facebook or retweeting on Twitter
- Engage the public using questions
- Post meal and activity schedules so people have something to look forward to
- Content sources can include:
  - Recommended organizations/websites below
  - News articles specific to healthy meals and nutrition
  - National holidays/special days (first day of Summer, etc.)
  - Events
  - Quotes
- Use scheduling tools like Hootsuite or Sprout Social to help manage your social media platforms
- Consider designating one or two key staff or volunteers to manage your agency's social media pages



### SACRAMENTO SUMMER LUNCHBOX RESOURCES ONLINE

Go to [yourlocalunitedway.org/sacsummerlunchbox](http://yourlocalunitedway.org/sacsummerlunchbox) for sample flyers, newsletter copy, calendar listings, parent letters and social media posts you can use to craft your unique message that fits your audience(s).



Presented by the Sacramento Summer Meals Collaborative

▶ [yourlocalunitedway.org/SacSummerLunchbox](http://yourlocalunitedway.org/SacSummerLunchbox)



## FACEBOOK

- Use the rule of thirds when posting on Facebook – self promotion, promote industry (general nutrition and meal program info.), and fun posts
- You can pin posts to the top of your page that are extra important
- Like other sites and consider cross promotion
- Be sure to post no more than 3 times per day
- Download the Facebook pages app to your mobile phone to help facilitate instant posting and remedy any confusion between posting to a personal page versus business page
- Consider a small budget for boosted posts – you can target specific demographics and increase the reach of your posts

## TWITTER

- Consider the time it takes to manage Twitter. Because tweets can get lost in the newsfeed quickly, it takes constant management to get the most from this social media tool.
- Posts should be no more than 120 characters to allow for retweets
- Reserve some content that is only for your Twitter audience
- Ask questions to showcase an interest in the community
- Thank new followers for following, especially if they have a large or relevant following of their own

## INSTAGRAM

- Post photos that are relevant to your site
- Engage with the Instagram community by liking and commenting on other users' photos
- Generate a flexible posting plan by posting 1 or 2 photos every few days
- Balance filtered photos with non-filtered photos
- Make sure photos are bright and colorful



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## SOCIAL MEDIA PROFILES TO FOLLOW

Organization/Website	Twitter	Facebook	Pinterest	Instagram or Other
California Department of Education <a href="http://www.cde.ca.gov/">http://www.cde.ca.gov/</a>	@cadepted @CDENutrition	CAEducation		
Cooperative Extension FNEP <a href="http://cesacramento.ucanr.edu/Nutrition_Family_and_Consumer_Sciences/Expanded_Food_and_Nutrition_Education_Program_EFNEP/">http://cesacramento.ucanr.edu/Nutrition_Family_and_Consumer_Sciences/Expanded_Food_and_Nutrition_Education_Program_EFNEP/</a>	@CaliforniaEFNEP	ucanrEFNEP	NA	
Dairy Council of California <a href="http://www.HealthyEating.org">www.HealthyEating.org</a>	@HealthyEating	DairyCouncilofCa	dairycouncilca/	NA
Elk Grove School District <a href="http://www.egusd.net/">http://www.egusd.net/</a>	@elkgroveunified	ElkGroveUnified		
No Kid Hungry <a href="http://www.nokidhungry.org">www.nokidhungry.org</a>	@NoKidHungry	NoKidHungry	Nokidhungry/	
Sacramento City Unified School District <a href="http://www.scusd.edu/">http://www.scusd.edu/</a>	@officialSCUSD	scusd		
San Juan Unified School District <a href="http://www.sanjuan.edu/">http://www.sanjuan.edu/</a>	@sanjuanunified	SanJuanUnified		
Twin Rivers School District <a href="http://www.twinriversusd.org/">http://www.twinriversusd.org/</a>	@Trusdschools	twinriversusd		
United Way California Capital Region <a href="http://www.yourlocalunitedway.org/">http://www.yourlocalunitedway.org/</a>	@unitedwayccr	UWCCR	united_w/	Instagram / unitedwayccr
USDA Summer Food Service <a href="http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp">http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp</a>	@USDANutrition	USDA	NA	Flickr / usdagov



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