

# Promotional Social Media Posts



Social media is a great avenue to get the word out to parents, administrators, teachers, and the community about amazing farm to school (F2S) activities in your school nutrition programs. Utilize the tips and sample posts below to increase your school nutrition department's social media reach.

## Images

Try to incorporate at least one photo with every social media post. Photos draw attention to your post and are the best way to show your work. Include photos of a meal tray, the garden bar, the producer who grew the food, and/or the farm where the food was grown.

**Wisconsin schools are welcome to use the F2S logo (shown above) in any promotional materials, including social media posts. [Download](#) a copy of the logo.**

## Hashtags

A hashtag is a word or phrase preceded by the hashtag symbol (#). People can search for common hashtags, based on their interests and increase the reach of a post. Sample F2S hashtags include: **#farmtoschool**, **#supportlocal**, **#WIHarvestoftheMonth**, **#farmfreshflavors**, **#WISchoolMealsRock**



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## Tagging

A social media “tag” calls attention to a friend or business. Tag a business with the “@” symbol to create a hyperlink directly to their page! Tag the **Wisconsin Department of Public Instruction** in your posts so we can see the great work you are doing!

## Sample Posts

*\*Schools may take and use any of these posts!*

Today students at [school] harvested [number] pounds of lettuce from hydroponic lettuce towers. That lettuce was used on the lunch garden bar. This isn't just Farm to School; it is Farm AT School! *(include image of hydroponic lettuce tower and/or students harvesting)*

[School name] supports Wisconsin farmers! During [month] #WIHarvestoftheMonth we are featuring [fruit or vegetable] from [farm] in [city]. Nutritious, Delicious, Wisconsin!  
*(This sample was taken from the WI Harvest of the Month Social Media Toolkit.)*

Our [month] #WIHarvestoftheMonth is [fruit or vegetable]. Tomorrow students can try a NEW recipe with [fruit or vegetable] and cast their vote to decide if we keep this item on the menu!



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## Sample Posts

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The kitchen tested out fresh beef patties made with [farm's name] beef for tomorrow's lunch! Our team strives to serve students nutritious, from scratch meals using local ingredients. We love our local farmers!

*(include image of producer or farm where the beef was produced)*

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Did you know that the [food item] on your tray comes straight from our community farms? Taste the fresh flavor, reap the nutritional benefits, and support local agriculture with every bite!

[Entrée name] featuring local [food item] is on the school lunch menu tomorrow! Remind your kids to get school lunch tomorrow to support their community farmer!

Local food taste test! [Food item] from [farm] was available as a FREE sample at lunch today. Students gave this local, fresh food a thumbs up! *(Include quotes from students, if available)*

What does a school lunch at [school or district] look like? Here are some of our favorites! *(Include photos of past breakfast or lunch trays)*

Did you know? The beef in our {hamburger patties and tacos} comes from [farm and location]. Our program supports local farmers and agriculture!

Our team prepared [meatballs] using our FFA [beef and pork], raised by [student name]! The [meatballs] will be featured at our schools on [date]. Try this product raised by a fellow student!



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Last delivery of Wisconsin apples for the year! This fall we served more than [pounds] of fresh, juicy deliciousness from [farm/location].

Students tried locally grown [product] in [menu item] at lunch today. We are sharing the recipe so you can try this dish as a family at home!

Like this photo if your kiddo tried local [product] at [breakfast or lunch] today!

Farm to... SCHOOL! "Food miles" is the distance your food travels to your plate. From [farm] to [school], your [local product] travels only [number] food miles! That's great for the Earth and your body!

Celebrate local farmers, like Farmer [name]! Farmer [name] provided the [food item] for student lunches today. [This purchase was made possible with Wisconsin Local Food for Schools (WI LFS) funds!]

Today's lunch was legen-dairy, featuring [dairy product] from [farm/location]!

The salad bar today looked radishing as students got to try [fruit or vegetable] from [farm and location].

Lettuce turnip the beet at today's lunch with [entree] featuring local [food item] from [farm/location].



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The Great Apple Crunch took place this week!

Why do we crunch?

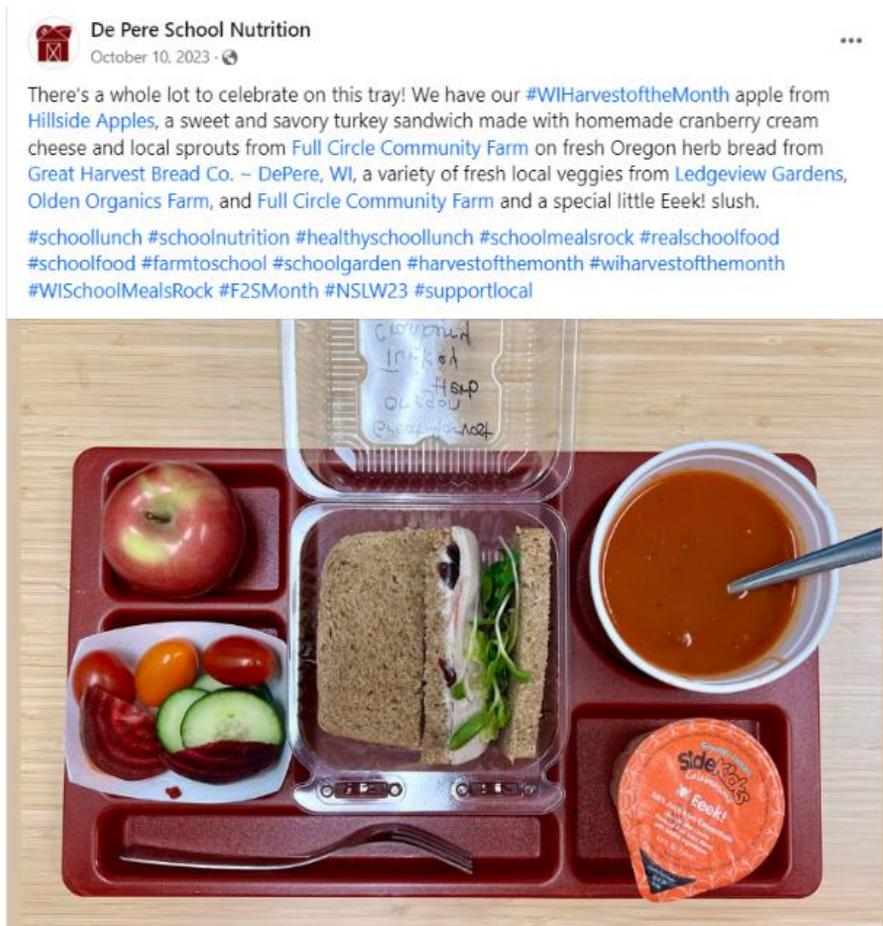
- it supports healthy eating!
- it supports local farm purchases
- it supports are Farm to School program

Our apples came from [orchard and location, tag orchard, if possible]. We were eating [variety] apples. Enjoy some reactions from our students! *(include photos of students crunching)*

[#GreatAppleCrunch](#) [#WIAppleCrunch](#) [#WIF2S](#) [#F2SMonth](#)



# Promotional Social Media Posts



## Other Resources

[Nutritious Delicious WI Social Media Toolkit](#)

[Wisconsin Harvest of Month Social Media Toolkit](#)

## Contact

If you need assistance with F2S promotion, please contact [DPIF2S@dpi.wi.gov](mailto:DPIF2S@dpi.wi.gov).