

Posted: 9/29/2016

To: School Food Authorities
Subject: SFS-16-x139 National School Lunch Week 2016

To recognize the National School Lunch Program and the 30 million children it serves every day, SFAs are encouraged to participate in National School Lunch Week from October 10-14, 2016. The theme, "Show Your Spirit" is all about getting parents, students and school officials to show their spirit for school lunch. Help us tell the story about the great work we are doing in Louisiana!

We want to feature quotes, articles and pictures of NSLW celebrations from districts throughout Louisiana on the www.louisianafitkids.com website, Facebook page and Twitter feed! Please send these to Cathy Carmichael @ cathy.carmichael@pbrc.edu. You can also use the following file transfer site: <https://filetransfer.pbrc.edu/filedrop/~AcyQrD>

Facebook: <https://www.facebook.com/louisianafitkids>

Twitter: <https://twitter.com/LAFitKids>

You can use the following handles and hashtags:

@LAFitKids

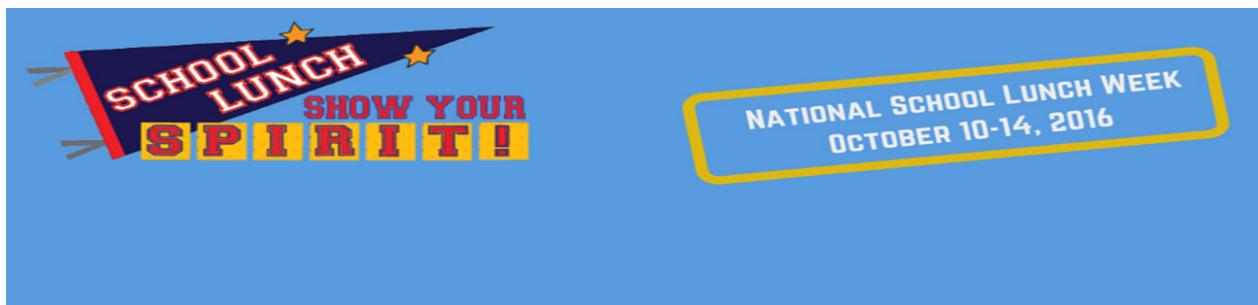
#LAFitKids

#NSLW16

Include your name and contact information, as well as the name of the SFA and school(s) that are highlighted.

The School Nutrition Association (SNA) website has many National School Lunch Week resources, including the attached infographic and social media tips sheet. The following is a direct link to the SNA National School Lunch Week website:

<https://schoolnutrition.org/Meetings/Events/NSLW/2016/>

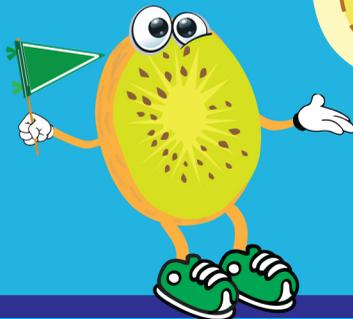


SCHOOL LUNCH
SHOW YOUR SPIRIT!

NATIONAL SCHOOL LUNCH WEEK
OCTOBER 10-14, 2016

More than
30 million
students enjoy
healthy lunches
every school day.

Today's school lunches meet
strict nutrition standards
including limits on calories,
sodium and unhealthy fats.
School meals must offer...

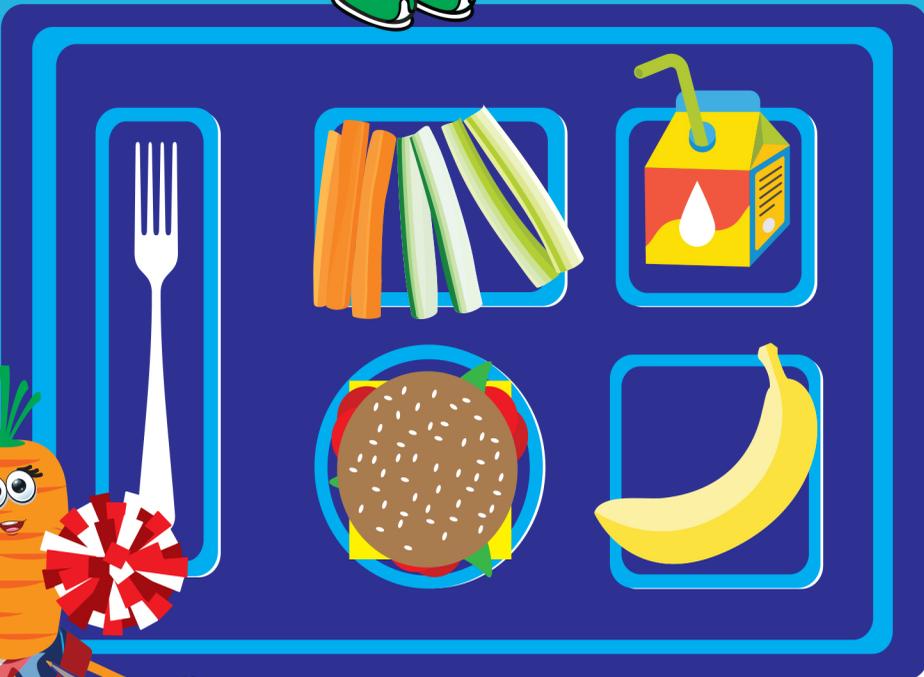


3/4 cup of **vegetables**
with every lunch

One cup of 1%
or fat-free **milk**

Entrées must
include **whole
grains** and
lean protein

#SchoolLunch



#NSLW16

One 1/2 cup
serving of
fruit daily.



www.schoolnutrition.org/SchoolMeals



@Schoolnutritionassoc



@SchoolLunch



www.facebook.com/TrayTalk





Social Media Tips Sheet

Before you start capturing content and sharing images, take a moment to consider – what makes a great photo? Check out the do’s and don’ts for posting the best, most flattering photos!

<u>DO</u>	<u>DON'T</u>
<p>✓ Use hashtags to track the conversation: #NSLW16 and #LunchWeek</p>	<p>✗ Use the zoom feature. This can make your image look grainy or pixilated. Crop your photos instead of using your phone’s zoom whenever possible.</p>
<p>✓ Increase engagement by including a link, photo or asking a question. Be sure to do this before, during and after NSLW</p>	<p>✗ Share blurry and unclear pictures. This type of content will not captivate your audience. Hold the camera steady and remove distracting background objects</p>
<p>✓ Snap pictures of healthy menu options. List what’s on the tray in the caption of the picture.</p>	<p>✗ Post pictures of students unless their parents have completed a media release form. Your school district’s communication office should have the release template.</p>
<p>✓ Make sure there is good lighting. Try to take photos in the most natural light possible – near a window. Avoid low-lighting or harsh, florescent lights.</p>	<p>✗ Stop talking about NSLW until it’s over! We want to see pictures, posts and tweets before, during and after NSLW.</p>
<p>✓ Update your Facebook page with NSLW branded cover photos available under the Marketing & PR Resources section</p>	<p>✗ Limit your participation on social media because your school doesn’t have it’s on Facebook page. Send them our way via Facebook (@SchoolNutritionAssociation)</p>



Sample Posts

Put a personal spin on the sample posts below to share across all social platforms.

Before NSLW

- “National #SchoolLunch Week kicks-off October 10th. Tell us how your school plans to celebrate #NSLW16” **[Share NSLW creative – cover photo, logo, etc.]**
- “There’s still time to join in the action during National #SchoolLunch Week. Follow this [link](#) to learn more about #NSLW16.”
- “The best part about #NSLW16 will be _____.”

During NSLW

- “Happy National #SchoolLunch Week! Here’s a picture of some students embracing the Show Your Spirit theme.” **[Insert photo]**
- Students at X School are doing _____ to celebrate National #School Lunch Week **[Insert photo]** “
- “Here’s a picture of the most popular item on the #NSLW16 menu.” **[Insert photo and name of menu item]**

After NSLW

- “Check out this collage of National #SchoolLunch Week pictures from our school **[Insert photo(s)]**”.
- “My favorite part about National #SchoolBreakfast Week was _____ #NSLW16”
- “Huge thank you to all the schools that participated in #NSLW16. We couldn’t have made this year a success without your enthusiasm and willingness to participate!” **[Insert photo]**