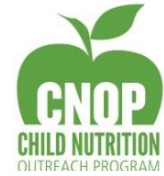


National School Breakfast Week Social Content



Not sure what to post on social to promote your breakfast program? Copy and paste the posts below or use our ideas as a starting point for your own!

FACEBOOK:

"We're celebrating National School Breakfast Week this week! Did you know that students who eat breakfast closer to test-taking time perform better on standardized tests than their counterparts who skip breakfast or eat it at home? #NSBW20 <https://tinyurl.com/w9cbpmv>"

"We're celebrating National School Breakfast Week this week! We serve #schoolbreakfast every weekday here at [school/district](#), but we have some extra special plans to celebrate #NSBW20 – stay tuned!

"Eating #schoolbreakfast helps students feel more alert in class, reduces food insecurity, and improves student health. We're celebrating National School Breakfast Week to show how important it is to get a healthy and nutritious start to the day! #NSBW20

TWITTER:

Join us for National School Breakfast Week March 2-6, 2020 to celebrate delicious and nutritious school breakfast! #NSBW20

National School Breakfast Week has been going strong since 1989 to raise awareness of this important school meal. We help by serving #schoolbreakfast so no child is left behind! #NSBW20

Here at [school/district](#) we love setting our students up for success! That's why we're proud supporters of #schoolbreakfast! Happy National School Breakfast Week #NSBW20

We're glad to be doing our part to help students start the day healthy and ready to learn. Let's keep spreading #schoolbreakfast until no kid is starting their day hungry! #NSBW20

INSTAGRAM

We're celebrating #NSBW20 by holding events throughout the week!. We proudly serve #schoolbreakfast every day and invite all students to join us! #NSBW20

Here's a sneak peek at what the nutrition staff at [school/district](#) are cooking up for National School Breakfast Week! Check us out every morning for a healthy #schoolbreakfast! #NSBW20

I spy with my little eye...[Staff member](#) eating breakfast! That's right, all staff here at [school/district](#) are excited to participate in our #schoolbreakfast program this #NSBW20!

GENERAL CONTENT IDEAS

Not sure what to post? Here are some general ideas to get you started!

- Post pictures of meals
- Announce the menu
- Introduce new menu items
- Shout Outs to your favorite nutrition staff
- Behind the scene photos and videos in the kitchen during breakfast
- Sneak peaks of the awesome events or prizes you're hosting

Don't forget to:

- Share photos of your students enjoying breakfast all week! Note: make sure you have photo releases from students pictured in anything you post online!)
- Tag us! (@projectbread on [Facebook](#), [Twitter](#), and [Instagram](#))
- Use the hashtags #NSBW20 and #schoolbreakfast to join the conversation with other schools and partners across the nation!