

# Social Media & Communication Ideas

## General Content Ideas

- Fuel the day your way in the cafeteria with our *[insert customization station bar type]* Check out today's customization options. *[Insert link to menu]*
- The Make it Yours station is open! Make lunch the way you want it with our *[insert customization station bar item]*.

## Suggested Hashtags

- #schoolmeals
- #schoolnutrition
- #eatschoolmeals
- #childnutrition
- #schoollunch
- #healthykids
- #schoolbreakfast
- #healthystudents

*We suggest only using 3-5 hashtags per post*

## Specific Content Ideas

- Fuel the day your way with a yogurt parfait. See our customizable options in our menu. *[Insert link to menu or photo of menu item display]*
- Create a cheesy mac and cheese bowl to your liking at lunch with today's topping options. *[Insert photo of menu item display]*
- Treat yourself at lunch by creating customizable tater tots!
- It's nacho average nachos. Fuel up at lunch with today's topping options. *[Insert link to menu or photo of menu item display]*

## Photo Tips

- It is best to use your own photos to authentically showcase you menu.
- Photos that do well have bright lighting, an array of colors and have smiling people in them.
- Check out this [blog](#) which provides food photography tips for beginners with real food examples.

**Try this homemade cheese sauce recipe from East Hampton Public Schools as part of one of your bars.**