

National School Breakfast Week

If your school, school district, or food service department has a Twitter or Facebook account, you can use it to promote your National School Breakfast Week celebrations! Be sure to use the hashtags #NSBW18 and #schoolbreakfast, and tweet at us at @ChildNutri. Make sure to follow us on Twitter: [@ChildNutri](#) and like us on [Facebook](#). Show us how you're celebrating!

SOCIAL MEDIA TIPS

- Use the hashtags #NSBW18 and #schoolbreakfast on twitter.
- Update your school or district's cover photo on facebook! Download a photo promoting NSBW [here](#).
- Post photos of your students enjoying breakfast all week—just make sure you have photo releases from students pictured in any photos published online!
- Tweet at the School Breakfast Challenge partners and let us know what you're doing for #NSBW18! Find us at: @MaSchoolsK12, @NewEnglandDairy, @EOS_Foundation, @SchoolLunch, @child_nutri, @projectbread, and @Act4HlthyKids.

FACEBOOK

- According to last year's Food Research and Action Center's (FRAC) School Breakfast Scorecard, Massachusetts ranked second nationwide for our growth in breakfast participation among low-income students! We had a 7.9% increase in the number of free and reduced-price breakfast participants since the year prior! Check out the full report, and learn more about #schoolbreakfast participation in our state here: [\[http://frac.org/wp-content/uploads/school-breakfast-scorecard-sy-2016-2017.pdf\]](http://frac.org/wp-content/uploads/school-breakfast-scorecard-sy-2016-2017.pdf)
- Everything Starts with Breakfast! Watch this short video to learn more about school breakfast and how it benefits our students! #schoolbreakfast [\[https://www.youtube.com/watch?v=yCf1j-aEvXQ\]](https://www.youtube.com/watch?v=yCf1j-aEvXQ)
- Happy National School Breakfast Week! In honor of #NSBW18, we will be adding [new breakfast menu item] to the menu here in [school district] this week.

- Breakfast participation leads to better test scores, reduced food insecurity, improved student health, and fewer morning distractions in the classroom! Check out more research conducted by the Food Research and Action Center (FRAC) regarding school breakfast and improved academic success! #schoolbreakfast [\[http://meals4kids.org/research-articles\]](http://meals4kids.org/research-articles)

TWITTER

- In 1 year, MA increased participation in school breakfast among students qualifying for free & reduced priced meals by 7.9%! #NSBW18
- Nationally, 70,000 more low-income students participated in school breakfast this year than the last! Glad to be doing our part in feeding our nation's children, let's keep spreading #schoolbreakfast until no kid is starting their day hungry!
- It's national school breakfast week! Since 1989, schools across the country have been participating in this celebration and raising awareness around the #schoolbreakfast program. So excited to be a part of #NSBW18!
- This year to celebrate #NSBW18, we are serving up some new menu items! Be sure to stop by for the [menu item] on [day of the week]! Let us know what you think!
- 12.2 million low-income students participated in school breakfast last year. We're excited and honored to be doing our part in increasing #schoolbreakfast and giving our students the fuel they need to learn!
- Everything starts with #schoolbreakfast! Learn why it's so important for kids to start their days off right. [\[https://www.youtube.com/watch?v=yCf1j-aEvXQ\]](https://www.youtube.com/watch?v=yCf1j-aEvXQ)

