

Social Media Toolkit



Post about Summer Eats sites and events to help more kids and parents learn about free summer meals and find sites near them! When necessary, include a link to your website or meals4kids.org/summermeals for more information.

TWITTER

When possible, include specifics about your site(s) – where, when, which meals. You can also post photos!

- “This summer, all kids and teens under 18 can find free meals at meals4kids.org #SummerEatsMA”
- “We can’t wait to spend the summer with you! We’ll be hosting a Summer Eats sites all summer where anyone under 18 can get meals totally free! #SummerEatsMA”
- “Summers can be tricky without school breakfast and lunch. We’re trying to fill that gap by offering free meals to kids all summer long! Find sites at meals4kids.org #SummerEatsMA”

INSTAGRAM

Post engaging and fun photos, including kids eating, participating in program activities, and staff with Summer Eats materials.

- “Be on the lookout for #SummerEatsMA over your summer break! All kids under 18 eat free when they show up to Summer Eats sites like ours.”
- “Come eat with us this summer! Kids and teens get free meals at [insert site names] all summer long! #SummerEatsMA”
- “We’re so excited to be teaming up with @[insert site] to feed kids throughout the summer! Visit meals4kids.org to find more summer meal sites close to you. #SummerEatsMA”

FACEBOOK

Post information about the site and photos of food, kids and posters.

- “Summer can be difficult for families when kids don’t get their breakfast and lunch from the school cafeteria. That’s why we’re going be at serving meals all summer long, providing kids under 18 with free meals – so that no child goes hungry this summer. #SummerEatsMA”
- “Join us this summer at [insert site names] for free meals! All kids under 18 are welcome at our #SummerEatsMA site to sit and eat with us!”
- “School’s out but Summer Eats are in! Come to our #SummerEatsMA sites to get free meals every day to stay full throughout the summer!”

SOCIAL MEDIA TIPS

- Use hashtag #SummerEatsMA in your posts to join the larger Summer Eats conversation
- Engage others by tagging @meals4kidsMA, @projectbread and other partners in posts
- Change profile photos to the Summer Eats logo, and ask others to do the same
- Increase awareness by coordinating with local businesses and sites to post similar content on certain days (for example, #SummerEatsSaturday, #TastyTuesday, etc.)
- Include links to information and site lists in the bio on your profile page
- Ask permission of kids and parents before posting photos of them
- Retweet similar organizations’ posts to expand the reach of your message



