

## Live Free: Social Media Support Package



## Social Media Messaging for Live Free and Student Nutrition Programs

Language of branding / key words to use:

Live Free	Challenge	Grow
Nutrition	Succeed	Difference
Learning	Change	Invest
Focus	Community	Develop
Bright Futures	Nourishment	

Hashtags to use on Twitter, occasionally on Facebook:

#LiveFree  
#StudentNutritionProgram  
#FoodAndFriends  
#GiveUpToGive  
#BrightFutures  
#InvestInYourCommunity

Messaging ideas:

- **Use statistics** and how you can be the change: Statistics are strong in that they are measurable: option to use the cost per child as a means to tell someone how many children they are supporting while making a donation.  
e.g. 1 out of 6 students arrive at school without enough food for the day. With your help and a \$10 donation, you could donate breakfast to x # of kids.
- **Focus on keywords.** For example the word “challenge” as well as the concept of putting yourself in someone else’s shoes.
- **Add links to news articles** and what other community partners and programs are doing. Show the connections to different communities and their teamwork. Use social media as a means for channeling recent news and events to keep followers updated.
- Find ways to **engage students** through social media. For example, secondary schools may want to provide a fundraiser or contest through the use of hashtags. If a student would post a photo or tweet about Live Free, what they are “Giving up” to give, or something about a breakfast program with the hashtag #LiveFree, the school (or parent, local business, or other funder) could donate 10 cents to the school’s Nutrition Program.
- **Variety** is key: Don’t just write posts with words, or just with photos. Mix it up and use the widest variety of posts possible: Post one with a video, one with a link, then one with just words. It will keep the followers’ interest when posts are not always the same.

## Social Media Communications Plan for the Live Free Campaign

This plan includes the tactical objectives to be accomplished by the Live Free Social Media messaging.

### Social Media Messaging Goals:

1. Increase online transparency through messaging that will inform the publics of LF/SNPs and their objectives and goals.
2. Generate excitement surrounding Give Up To Give and individual schools'/community partners' fundraisers.
3. Educate publics using LF statistics and the reality surrounding the importance of nutrition for children as it relates to education.
4. Stay connected to those involved in LF that wish to learn more and become even more involved, while staying informed.
5. Advertise hashtag-use as an incentive to gain more excitement, interest and followers.
6. Increase likes and followers to generate knowledge about LF.
7. Use it as a FREE way to communicate: although it seems time-consuming at times, it really is the most time-efficient, cost-effective method to send a message to your audiences.

### Other ways to increase followers and likes:

- Be active! Like and follow similar accounts or people you work with or are affiliated with. Make lots of posts and different posts. Share information that your audiences will be interested in.
- Communicate back with your followers. If a parent asks a question such as "How do I get involved?" make sure you respond and interact with those people.

### Example Tweets:

(Program) has been on a roll with breakfast lately! Check out this photo of our (#) children eating their oatmeal this morning #FoodandFriends #(Program) #LiveFree

Thanks for all your support for (School's) Live Free Campaign! We could not do this without you #LiveFree #FdFriends #(School) #(Program)

We've been making headlines! Take a look at the article (News Outlet) posted this week about our programs (Insert Link) #LiveFree #FoodandFriends

A big thank you goes out to our volunteers! Thanks for all that you do for our Student Nutrition Program #LiveFree #FoodandFriends

*Post a link to recent articles that are connected to student nutrition, learning development, etc.:* Check out this link recently published by (x)! #LiveFree #FoodandFriends

Click the link to see the Live Free Campaign video:

[https://www.youtube.com/watch?v=rojybx0\\_58s](https://www.youtube.com/watch?v=rojybx0_58s)

Examples of good tweets by other organizations:

This is effective because it shows a measurable amount, concise messaging and the photo draws the follower in.



Keeping your followers up to date on your progress makes them feel included and more committed. Example:



It is considered ideal when mothers or other followers of your SNP begin to tweet about your programming. All of that person's followers see the messaging as well, and may begin to follow you because their friend does.



Negative appeal is okay some times; it demonstrates the reality of the issue but do not put too much emphasis on negative messaging.

 **Toonies For Tummies** @Toonies4Tummies · Feb 14

A day without breakfast leads to more than just empty stomachs. #Toonies4Tummies



  6  1 

[View more photos and videos](#)

The Humane Society’s “Feline Friday” theme is different and effective. It keeps followers checking in to see what you’ll post one designated day out of the week. Try brainstorming something catchy like Food & Friends Fridays or Munchie Mondays (post a photo of children starting their week off with a good snack).

 **K-W Humane Society** @kwhumane · 11m

That's right folks it is FELINE FRIDAY up next is Jean 3 years old #adopt #KWawesome #kwhs Located at Pet Valu Kitch



  3  

[View more photos and videos](#)