### Special Events Tool: Social Media Post Templates

Students

**Facebook**

Join us tomorrow during lunch for [special event name] in the cafeteria! The cafeteria will be a [event description] where you will find [list decorations]. You may even see some [name of special menu item]. For information on our school nutrition programs, go to [link].

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[Date/time of event], come eat school breakfast with a local celebrity to celebrate [reason for event]!

Who is the celebrity? Here are three hints.

1. [hint one]
2. [hint two]
3. [hint three]

Have a guess? Comment below.

**Instagram**

*\*Include image of a themed menu item or of the decorated cafeteria*

Join us for lunch today and enjoy some [descriptive name that fits with the theme] menu items. Here is a sneak peek of our themed lunch this afternoon. See you there! #SpecialEvent #WISchoolMealsRock

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*\*Include image of the decorations or special menu items*

It is [National School Lunch Week/Other Celebration]! Celebrate with us during lunch today at all schools. We will be serving new menu items to celebrate--[new menu items]. We will have celebrations happening all week long, so check Facebook each day to see what is happening.

**Twitter**

Happy [celebration] from the school nutrition department! We are having a themed lunch today featuring [themed] foods and fun decorations in the cafeteria. #SpecialEvent #WISchoolMealsRock

Families

**Facebook**

[Specific school/audience/families], you are invited to our Family Night on [date and time]! Join us and participate in taste testing activities and fun stations around the cafeteria. Come learn more about why our school nutrition programs rock! For more information on the Family Night, go to [link]. See you there!

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Next Monday is [themed family/grandparents day] at the elementary schools! This is a great opportunity for students to show [audience] why our school meals rock. We will be serving themed foods. For more information, go to [link].

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Tomorrow is [themed day], and we will be serving [special menu items] to celebrate! Encourage your student to participate in our special event in the cafeteria. For more information on our special events, visit [link].

**Twitter**

Tomorrow is [theme day]! We are celebrating by hosting a [celebration name] during lunch, featuring [special menu items]! We hope that your student joins us at this special event. #WISchoolMealsRock

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We will be having a special event on Friday during lunch for [celebration]! There will be a [special event activity]. Encourage your student to participate! #WISchoolMealsRock