When you are ready to organize your communication tools, use the following chart to develop your plan. Examples are included in the first two rows of the table.

**Questions to consider before getting started**

* Will district administration allow school nutrition professionals to create and maintain the nutrition program’s own social media account(s)?
* Do families sign media releases or waivers for their children?
* If you need additional resources (e.g., people, time, technology), will the district provide support?

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| --- | --- | --- | --- | --- |
| **Audience** | **Key Messages** | **Tool** | **Timing** | **Resource** |
| *Students* | *School lunch provides the fuel you need to do well in school* | *Social media* | *Post on social media three evenings/week until second quarter* | *Smartphone* |
| *Families* | *School lunch is healthy and delicious* | *School newsletter* | *First Friday of every month* | *School communication director* |
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