



# Spread the Word

## About Waste Reduction at Your School

Generation Z cares about environmental issues and is ready to make a difference. That's why we're excited to give them a chance in their own school community during Spring Into Action!

Our waste reduction initiative is all about giving students eye-opening facts about how much unnecessary trash is created every year. Showcase waste reduction efforts at your school with these social ideas. Simply copy and paste to Facebook, Instagram and Twitter to share your cafeteria fun with parents, students and even other operators!

### Copy and paste these ready-to-go captions

- Our school cares about reducing the amount of waste heading to landfills. Check out this meal we prepared using bulk yogurt. Less packaging = less waste! #SpringIntoAction #WasteReduction
- Our waste reduction effort is all about helping students think before they throw! Many of our school lunch items are recyclable, including yogurt cups and bento boxes. ♻️ #SpringIntoAction #ReduceReuseRecycle
- Anywhere between 30-40% of the U.S. food supply is lost to waste. Here at our school we're working to reduce that. Check out this meal we repurposed from excess cinnamon rolls! #SpringIntoAction
- Recycling is at an all-time high and we're right on board! Check out our readily available #recycling (and compost) bins making it easy for students to reduce waste! ♻️ #SpringIntoAction #ReduceReuseRecycle





## Image ideas

- Boomerang of students tossing recyclables in the correct bin
  - **What's a boomerang?** Boomerang is a feature within Instagram Stories. Create short videos that play forwards and backwards on a loop.
- Photos of meals prepared with repurposed excess foods
- Operators using bulk products in the kitchen
- Photos of any compostable dinnerware products your school uses

## Don't forget!

Download **FREE** images and GIFs to share with your posts!

1. Visit the **Spring Into Action** landing page:  
[generalmillscf.com/k12/spring-into-action](http://generalmillscf.com/k12/spring-into-action)
2. Click "**Download**" below each kit.
3. In your "**Downloads**" folder, double click the file to unzip.
4. Find the "**Social Media Images**" folder.
5. Post images on Facebook, Instagram, etc. to promote **Spring Into Action!**

## Tag General Mills for your chance to be featured!



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