3 WAYS TO CREATE SHAREABLE SOCIAL CONTENT
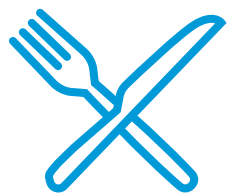
Take your social media presence from good to great with these tips.

Use multiple photos, videos, or boomerangs in a single post to keep your audience interested

FOOD PHOTOGRAPHY 101
TIPS TO WOW YOUR AUDIENCE

WHAT'S A BOOMERANG?
Boomerang is an **app** that allows you to create mini-videos that play forwards & backwards

LIGHTING
Take photos near a window or make sure you're in a well-lit room

FRAMING
Keep the area around your subject clean, removing things like dirty napkins, spills and extra silverware

PRESENTATION
Arrange food neatly and consider props like utensils, fun napkins or a beautiful garnish

BEFORE

AFTER

#HASHTAG HOW-TO

Click to see these popular hashtags in action!

USE #HASHTAGS TO INTERACT WITH OTHER OPERATORS

Find or tag posts on topics

#SchoolLunch #menuinspo #menuinspiration
#K12 #schoolmeals #cafeteria
#foodservice #schoolmealsthatrock #schoolfood

Use hashtags that give context to what's in the photo or post

#GRABANDGO

Follow or tag account names

#YOGOCOOLERS

GET INSPIRED WITH THESE @ACCOUNTS

School Nutrition Association

School Meals That Rock

General Mills Convenience & Foodservice

GET FEATURED
If you'd like to be reposted on General Mills Convenience & Foodservice, make sure to use #GoodTimesCafe or #GeneralMillsCF and tag @GeneralMillsCF!

SAME TOPIC. 3 PLATFORMS.

MAKE SLIGHT ADJUSTMENTS TO YOUR POSTS WHEN YOU SHARE ON TWITTER, INSTAGRAM AND FACEBOOK

Brookfield Wildcats
@brookfieldwildcats

We're in Hallway D today serving up some special #YoGoCoolers! Stop by between classes for an extra energy boost. #schoolfood #brookfieldwildcats

9/11/18, 1:45 PM

SCHOOL SPIRIT
Create unique hashtags for your school lunch program

brookfieldwildcats

Liked by ciametzger and 17 others
brookfieldwildcats Serving up some delicious #YoGoCoolers at the Grab 'n Go cart today. Fuel your day!
#grabandgo #k12dining #schoolfood #cafeteria #schoolmealsthatrock

Brookfield Wildcats
3 hrs ·

Our students love our new Grab 'n Go options, giving them the fuel they need to power through the day!

2
Like   Comment   Share

RULE OF THUMB
Don't use more than 2 hashtags in a caption; however, it's common to add a series of hashtags at the end of an Instagram post or added to the comments

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FEELING INSPIRED? Check out Good Times Café for more tips, tricks and ideas (plus FREE downloads!) to bring irresistible fast-casual style to your K-12 meal program.

FOLLOW US ON SOCIAL MEDIA

General Mills
Convenience & Foodservice