

3 WAYS TO CREATE SHAREABLE SOCIAL CONTENT

Take your social media presence from good to great with these tips.



#HASHTAG HOW-TO

#

Find or tag posts on topics

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

#NSBW19

#SCHOOLBREAKFAST

USE #HASHTAGS TO INTERACT WITH OTHER OPERATORS

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

@

Follow or tag account names

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

Twitter

Brookfield Wildcats @brookfieldwildcats

#NationalSchoolBreakfastWeek is next week and there's lots going on in the cafeteria: students who come dressed as unicorns on Monday will be entered to win a magical prize! Don't forget your unicorn horns! #NSBW19

9/11/18, 1:45 PM

SCHOOL SPIRIT
Create unique hashtags for your school lunch program

Instagram

brookfieldwildcats

Liked by ciametzger and 17 others

brookfieldwildcats Tomorrow morning we're serving our last special #NationalSchoolBreakfastWeek breakfast! Students will not want to miss out on the Berry Graham Swirl breakfast combo. YUM! #NSBW19 #schoolfood #schoolbreakfast #brookfieldwildcats

Facebook

Brookfield Wildcats 3 hrs · 🌐

There's going to be a surprise visitor in the cafeteria today! Students who stop in for breakfast or lunch might even get to take a photo with them - they're very important at our school... (Here's a hint: Go Wildcats!) #NSBW19

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



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.