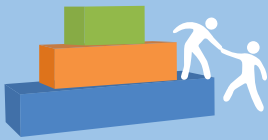


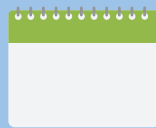
FIVE FACTORS FOR = INCREASING = MARKETING SUCCESS



MARKETING PLANS



Include people from all levels of your operation in the planning stage.



Meet early and often as you plan for your school year.



Research existing marketing resources.



Share social media posts for exposure to a wider audience and gather support for your program.

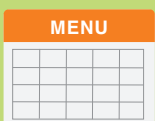


Market your meals. Ask your team to submit photos of meals and serving lines to show students and their families.



Share the importance of school meals via morning announcements, social media, school messenger, email, and text.

MENUS



Start and end your year with the same menu and energy.

**AVAILABLE
FOR A
LIMITED TIME**

Include seasonal and limited-time menu items.



Plan ahead with distributors.



Bring loyalty to your products with branding.

SOCIAL MEDIA POSTS



Decide on the social media platform for your audience.



Include authentic and spontaneous posts.

- “How-to” videos
- Challenge videos
- School colors/mascot
- Photos of faces in the kitchen



Hashtag items to encourage sharing and increase the searchability of your post.

BIG NEWS
COMING
SOON

Increase excitement by teasing the audience with what is coming.



Feature student pictures in your posts (with permission).



Update social media regularly to create change in your posts.

PHOTOGRAPHY



Show color – filters can enhance pictures, but food must look authentic.



Display a variety of locations and production.



Use portrait mode to emphasize a feature point of the picture.



Display menu items to entice customers.

HASHTAGS

#healthy
#nutrition
#eatfresh

Save standard hashtags in notes so you can copy and paste them easily to post.

#healthymeals

Include hashtags as part of the post description.



Include multiple hashtags to emphasize details.

This project was funded using U.S. Department of Agriculture grant funds. The USDA is an equal opportunity provider, employer, and lender. The University of Mississippi is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA employer.

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