

Social Media Scenarios

Site Name	Scenario
Facebook	The upper elementary school in your district is having a back to school orientation for incoming students (those new to the school this year). This is a perfect time to reach these new students with the positive things your managers are doing with the service and menus. In this scenario, the school has an active Facebook page and encourages parents and students to interact with Facebook. Put together a sample post you could make for this occasion.
Instagram	You have a new salad bar at the middle school. What message could you send out to encourage students to try it? In this scenario, the school has an active Instagram account and encourages students to post pictures through the school year. Put together a sample post you might make for this situation.
Twitter	The high school is hosting an open house for incoming freshman and this will provide you access to a whole new set of students who have never eaten in your cafeteria. In this scenario, the school has asked you to tweet a message using their established Twitter account. Put together a sample tweet for this situation.
YouTube	Your district supplies meals to area schools from a central kitchen. In this scenario, your superintendent has asked you to use YouTube as a means to introduce menu items to your students. Put together a sample situation you could video and post on YouTube.