

Model Social Media Sample



TWITTER

You can use Twitter to get the word out about the need to update and strengthen school wellness policies. Tweets can be directed to a local school district or other local officials (e.g., school board members, superintendents, principals, teachers, school staff, community partners) by including their handle in some of your Tweets:

- Decision maker or organization Twitter handles can be found by searching Twitter or looking for the handle on a decision maker or organization's Twitter page or website (an example of Twitter handle: @HealthierGen). You can include multiple handles within Tweet(s) if you have the character space, or post individual Tweets to the handle of each key decision maker.
- Include pictures/graphics to increase the visibility of your Tweets. Pictures related to local wellness policies might include healthy school food or beverages, healthy school food marketing, examples of nutrition education and physical education, recess, and a local wellness policy meeting or training. It's even better when the picture is local, but remember to get a photo release before using via social media!
- Possible sources of photos include: [Healthy Schools Meals Pinterest](#), [map of food and beverage marketing in schools](#), [USDA flickr](#), [Alliance for a Healthier Generation Pinterest](#), [Dayle Hayes \(@SchoolMealsRock\) Twitter feed](#), or free sites:
 - [USDA's SNAP-Ed gallery](#): Photos of children, adults, and families shopping, cooking, and enjoying healthy foods.
 - [Flickr Creative Commons](#): Search this gallery for any type of photo. Some photos are free to use with attribution to the photographer (check the restrictions).
 - [Wikimedia Creative Commons](#): Another gallery requiring attribution.
 - [Pixabay](#): Confirm that there are no restrictions on use for the particular photo you'd like to use.

- Whenever possible, include the hashtag #SchoolWellness and [website](#) in Tweets.

General Tweets

- New resources can help schools update #SchoolWellness policies & support healthier eating & PA for kids [www.schoolwellnesspolicies.org](#)
- 1/3 kids are overweight or obese; #SchoolWellness policies supports healthy eating & physical activity [www.schoolwellnesspolicies.org](#)
- Nutrition & activity affect not just health, but academics too: #SchoolWellness policies can help [www.schoolwellnesspolicies.org](#)
- #SchoolWellness policies improve nutrition for all kids, decreasing health disparities [www.schoolwellnesspolicies.org](#)
- Let's update #SchoolWellness policies to remove unhealthy food & beverage marketing from schools [www.schoolwellnesspolicies.org](#)



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- #SchoolWellness policies supports continued progress on school meals, snacks & beverages www.schoolwellnesspolicies.org
- #SchoolWellness policies should address celebrations, rewards & all school foods www.schoolwellnesspolicies.org
- Increase physical activity, recess, and physical education through #SchoolWellness policies www.schoolwellnesspolicies.org

Tailor your Tweets to your school district's Twitter handle

- @[SCHOOL DISTRICT TWITTER HANDLE] please ensure our #SchoolWellness policy is implemented in all schools www.schoolwellnesspolicies.org
- @[SCHOOL DISTRICT TWITTER HANDLE], help improve children's health and success with strong #SchoolWellness policies www.schoolwellnesspolicies.org
- @[SCHOOL ADMINISTRATOR'S TWITTER HANDLE], now is the time to update #SchoolWellness policies

www.schoolwellnesspolicies.org

- Great things are happening at @[SCHOOL DISTRICT HANDLE] as they improve their #SchoolWellness policy www.schoolwellnesspolicies.org

For example, here are Tweets specifically reaching out to Chicago Public Schools (adapt with your school district Twitter handle):

- Updating #SchoolWellness policies supports healthier eating & physical activity. www.schoolwellnesspolicies.org @illinoispta
- .@ChiPubSchools, help improve children's health and success with strong #SchoolWellness policies. www.schoolwellnesspolicies.org
- .@ChicagosMayor, support Chicago families by strengthening #SchoolWellness policies. www.schoolwellnesspolicies.org
- .@ChiPubSchools, our #SchoolWellness policy should address food marketing, parties, rewards, & all foods. www.schoolwellnesspolicies.org



FACEBOOK POSTS

In addition to these Tweets which can also be posted on Facebook, here are some additional model Facebook posts:

- Does your school district have a strong local wellness policy? Find out how your school can assess and implement one that supports healthy eating and physical activity for all students: www.schoolwellnesspolicies.org #SchoolWellness
- Healthy kids learn better. One key way to support children's health and learning is to ensure that your school district has a strong local wellness policy that supports healthy eating and physical activity for all students. Modelling healthy eating and physical activity in schools can set kids on a path for healthy lives. Find out more at www.schoolwellnesspolicies.org #SchoolWellness