



<u>DO</u>	<u>DON'T</u>
<p>✓ Use hashtags to track the conversation: #NSBW17 and #SchoolBreakfast</p>	<p>✗ Use the zoom feature. This can make your image look grainy or pixilated. Crop your photos instead of using your phone's zoom whenever possible.</p>
<p>✓ Increase engagement by including a link, photo or asking a question. Be sure to do this before, during and after NSBW</p>	<p>✗ Share blurry and unclear pictures. This type of content will not captivate your audience. Hold the camera steady and remove distracting background objects</p>
<p>✓ Snap pictures of healthy menu options. List what's on the tray in the caption of the picture.</p>	<p>✗ Post pictures of students unless their parents have completed a media release form. Your school district's communication office should have the release template.</p>
<p>✓ Make sure there is good lighting. Try to take photos in the most natural light possible – near a window. Avoid low-lighting or harsh, florescent lights.</p>	<p>✗ Stop talking about NSBW until it's over! We want to see pictures, posts and tweets before, during and after NSBW.</p>
<p>✓ Update your Facebook page with NSBW branded cover photos available under the Marketing & PR Resources section</p>	<p>✗ Limit your participation on social media because your school doesn't have it's on Facebook page. Send them our way via Facebook (@SchoolNutritionAssociation)</p>