

National School Breakfast Week 2017—March 6-10

Theme: Take the School Breakfast Challenge!



WHO is celebrating National School Breakfast Week?

- Schools and students across the country; 96 percent of SNA members report participation increases during NSBW
- School Nutrition Association, School Nutrition Foundation, Food Research & Action Center, the NEA Foundation, Partners for Breakfast in the Classroom, along with school nutrition, health, and education professionals from across the country

WHAT do I need to get started to bring my NSBW celebration to social media?

- A Facebook page and/or a Twitter account
- Photos, and *signed parental consent to use students' photographs*
- Use hashtags – like #NSBW #NSBW17 #schoolbreakfast #schoolbreakfastchallenge– so that your Facebook updates and Tweets are included in the bigger conversation

WHEN do I post updates?

- At least one Facebook update per day, and as many Tweets as you like, throughout the week of March 6-10; pre-celebration posts are also great to raise awareness among stakeholders before the event

WHERE can I find National School Breakfast Week resources?

- SNA has a [National School Breakfast Week resource page](http://schoolnutrition.org/Meetings/Events/NSBW/2017) that includes toolkits, marketing and PR information, logos, and more [or display: <http://schoolnutrition.org/Meetings/Events/NSBW/2017>]

WHY celebrate online via social media?

- Spread message to teachers, students, parents, and other stakeholders about your BIC program
- Invite media coverage and attention through social media
- Control your message by telling your own story

Example Posts from Facebook



The image shows a screenshot of a Facebook post. At the top left, there is a small logo for 'Powered by Breakfast in the Classroom'. The post title is 'Breakfast in the Classroom' and it was published by 'Christina Uticone' 25 minutes ago. The text of the post says 'Making plans to celebrate National School Breakfast Week! We can't wait! #schoolbreakfast #nsbw'. Below the text is a large graphic with the text 'National School Breakfast Week' in blue, a yellow sun icon with a face, the phrase 'wake up!' in blue, 'School Breakfast' in a smaller font, and the dates 'March 7-11, 2016' at the bottom.



Sample Posts for Facebook:

- Students and faculty here at [insert district or school name] are celebrating National School Breakfast Week March 6-10! We will have contests, games, and prizes all week long to celebrate and promote breakfast-in-the-classroom! #nsbw #schoolbreakfast
- Here is a photo [upload/insert photo] from our National School Breakfast Week kickoff celebration! [insert school/district name] is taking the School Breakfast Challenge! #nsbw #schoolbreakfast
- Have you seen breakfast-in-the-classroom at work? Here are photos of Mrs. Smith's fifth-graders quietly getting settled and starting their day while they eat breakfast at their desks. Mrs. Smith says that BIC has helped her students calm down more quickly in the morning, making homeroom more productive for everyone. #nsbw #schoolbreakfast [upload photo]

Tips for Facebook—When possible, include an image or logo as it increases post visibility and interest. Tag other organizations, and be sure to include hashtags—but not too many; two or three at most. Use Facebook's scheduling feature to schedule blog posts to auto-publish all week during NSBW; you can write and schedule them in one sitting, and not have to remember to post updates daily.

Example Tweets

Paul Stanton and 7 others follow

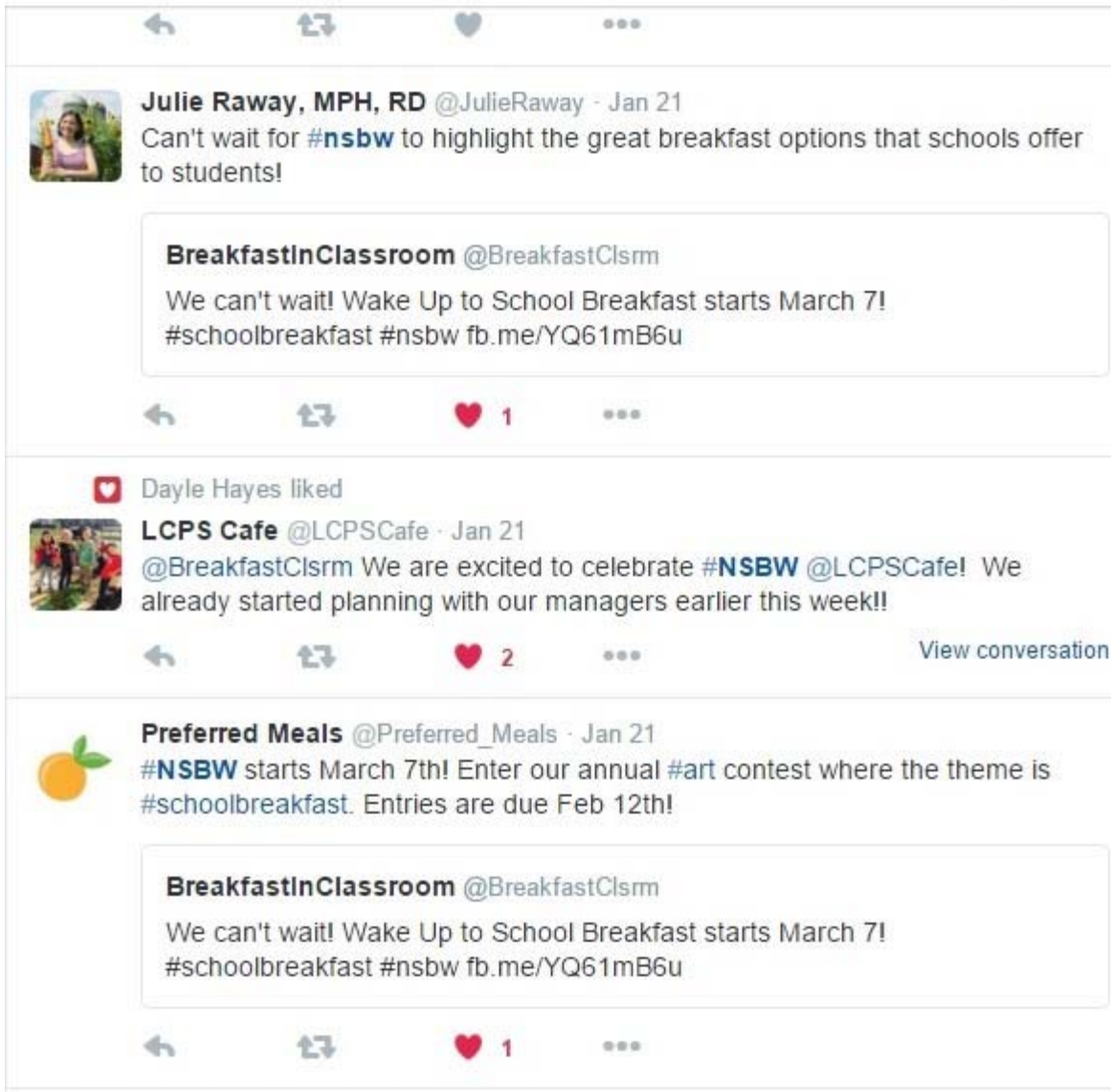


Roosevelt ESD @RooseveltESD66 - 23 Jul 2015

#TBT When Miss Maricopa County visited us during breakfast in C J Jorgensen Elementary! #NSBW #fuelgreatness



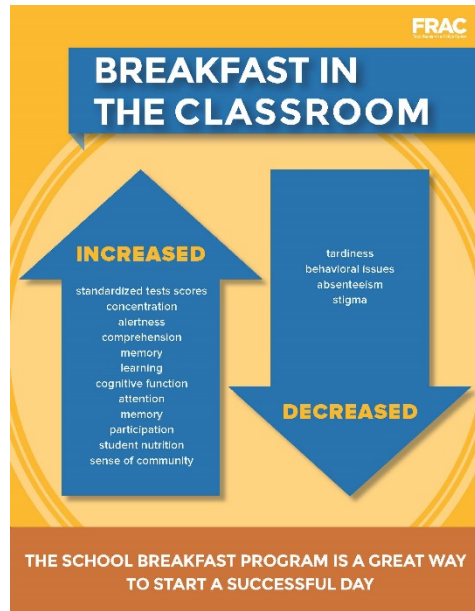
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Sample Tweets:

Leading up to NSBW:

- Twitter
 - Mark your calendars! Join us in celebrating #NSBW17 from March 6-10, because every student's day should start successfully.
 - Improved nutrition? Check. Increased comprehension? Check. Here are all the reasons we're celebrating #NSBW17 on March 6-10. (insert infographic)



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During NSBW:

- Celebrating National School Breakfast Week, March 6-10! Take the School Breakfast Challenge is our party theme! #nsbw #schoolbreakfast
- [#NSBW](#) Snapshot: Breakfast in the classroom in action! Mrs. Smith's 8th graders settle in to learn! [#nsbw](#) [insert photo] [11 characters left over]
- Best [#NSBW](#) ever! Learn more about breakfast-in-the-classroom from Partners for [@BreakfastClsrcm](#) breakfastintheclassroom.org [#schoolbreakfast](#)

Tips for Twitter—Twitter limits to 140 characters, including spaces, URLs, hashtags, and photos, so craft your messages carefully. Include images when possible for greater visibility and impact. Use the #NSBW hashtag and, where possible, #schoolbreakfast. Tag us at @beyondbreakfast and/or @BreakfastClsrcm so we can view and share your posts.

Why I Love #SchoolBreakfast

During National School Breakfast Week, in addition to the benefits of school breakfast, you can also share why *you* love school breakfast. For instance:

- Share photos of your favorite school breakfast
- Share why you love school breakfast and tag your family and friends
- Tweet [@fractweets](#) and [@BreakfastClsrcm](#) and why you love school breakfast
 - [@fractweets](#) and [@BreakfastClsrcm](#) Why I love #schoolbreakfast: Less hunger #NSBW17
 - [@fractweets](#) [@BreakfastClsrcm](#) Why I love #schoolbreakfast: Ready to learn #NSBW17