



Comida GRATIS y saludable
para niños y adolescentes.

MIỄN PHÍ những bữa ăn lành mạnh
cho trẻ em và thanh thiếu niên.

SUMMER FOOD

SUMMER FUN

FREE HEALTHY MEALS FOR
KIDS AND TEENS

Text "Food" to 877-877
or Call 1-800-984-3663

SOCIAL MEDIA TEMPLATE INSTRUCTIONS

Want to spread the word about FREE summer meals for children 18 and under in Santa Clara and San Mateo Counties? Craft the perfect social media message by following these steps!

1. **Identify your audience.** Tailor your message to the audience you are addressing.
2. **Know your social media platform.** Note that each website has its own character limits.
 - Facebook: 63,206 character limit
 - Twitter: 140 character limit (including spaces)
 - Instagram: 2,200 character limit
3. **Write your message.** Use action words to make your point direct and easy to understand. Try using hashtags- be creative!
 - Incorporate the hashtags #textFOODto877877 and #summermeals to consolidate your message and be consistent.
4. **Pick your image.** Each website has its own image size requirements. Learn more about these dimensions [here](#).
 - Check out the selection of images that we included in the toolkit we created! Images are separated into different folders for each social media platform.
5. **Timing is everything.** Keep your audience in mind when deciding the best time to post.

SAMPLE SOCIAL MEDIA POSTS

DIRECTED TO PARENTS

Twitter	Facebook	Instagram
FREE #summermeals available for kids 18 and under! Find summer lunch sites near you by calling 1-800-984-3663 or #textFOODto877877!	NorCal moms, need a lunch break this summer? Check out FREE activities + lunches for kids 18 and under near you. Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	FREE #summermeals are available for kids 18 and under! Find FREE summer lunch sites near you by calling 1-800-984-3663 or #textFOODto877877!
Worried about how to feed your child this summer? FREE #summermeals help! No forms or costs. #textFOODto877877 for a location near you.	Moms, save \$300 FAST! Check out FREE summer meal sites near you. Open to ALL kids 18 and under, all summer long. NO PAPERWORK REQUIRED! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	Got kids? Feed 'em for FREE! Summer meal programs open to all kids 18 and under. Text FOOD to 877-877 or call 1-800-984-3663 for locations. #summermeals #textFOODto877877
FREE lunches for all kids 18 and younger- no paperwork required! Call 1-800-984-3663 or #textFOODto877877. #summermeals	MOMS, save \$300 a month this summer! Check out FREE summer meal sites in your neighborhood. Open to ALL kids 18 and under, all summer long. NO PAPERWORK REQUIRED. Text FOOD to 877-877 or call 1-800-984-3663 for a location near you. #summermeals #textFOODto877877	FREE lunches for all kids 18 and younger- no paperwork required! Call 1-800-984-3663 or #textFOODto877877. #summermeals
Moms, don't forget! FREE #summermeals are still available for all kids 18 and under! Call 1-800-984-3663 or #textFOODto877877.	Summer's in full swing. If feeding kids while they're out of school is stressing your food budget, check out the FREE #summermeals program for all kids 18 and under. To find a location near you, call 1-800-984-3663 or #textFOODto877877.	Moms, don't forget! FREE #summermeals are still available for all kids 18 and under! Call 1-800-984-3663 or #textFOODto877877 for sites near you.
Kids 18 & under eat FREE. FREE #summermeals available nearby. Call 1-800-984-3663 or #textFOODto877877 for a lunch spot near you.	Is your child receiving free or reduced-price lunches at school? Worried about how you will feed them this summer? FREE Summer meals help! No forms, lines, or cost! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	Kids 18 & under eat FREE. Summer meals available nearby. Text FOOD to 877-877 or call 1-800-984-3663 for a lunch spot near you. #summermeals #textFOODto877877



of SANTA CLARA and
SAN MATEO COUNTIES

DIRECTED TO KIDS

Twitter	Facebook	Instagram
FREE #summermeals are available for kids 18 and under! Find FREE summer meal sites near you! Just #textFOODto877877	Don't let lunch take a summer vacation! Meet up with friends for FREE meals + fun in your neighborhood. Text FOOD to 877-877 for a lunch spot near you. #summermeals #textFOODto877877	FREE #summermeals are available for kids 18 and under! Find FREE summer meal sites near you. Just #textFOODto877877
JUST FOR KIDS! Meet for lunch with your friends. #textFOODto877877 for a site near you! #summermeals	Summer tastes sweet! Check out food, fun + activities for lunch near you. Text FOOD to 877- 877 or call 1-800-984-3663. #summermeals #textFOODto877877	JUST FOR KIDS! Meet for lunch with your friends. Text FOOD to 877-877 for a site near you! #summermeals #textFOODto877877
FREE lunch? Milk it for all it's worth! Text FOOD to 877-877 for locations! #summermeals #textFOODto877877	I'm small, yellow or white and lined up in rows on a "cob." What am I? CORN! Kids can learn more and enjoy a FREE lunch by texting FOOD to 877-877 for a summer meal location nearby. #summermeals #textFOODto877877	FREE lunch? Milk it for all it's worth! Text FOOD to 877-877 for locations! #summermeals #textFOODto877877
For FREE #summermeals, #textFOODto877877 for a site closest to you and join the fun!	I'm flat and round like a CD or DVD. I can be made with corn or flour and help make tacos taste grade. What am I? TORTILLAS! Kids can learn more about healthy grains and enjoy a FREE lunch. #textFOODto877877 for a summer meal location nearby. #summermeals	Q: How do you make a milk shake? A: Give it a good scare! For FREE #summermeals, #textFOODto877877 for a site closest to you and join the fun!
Why wait until school starts to reconnect with your friends! Eat FREE #summermeals near you by calling 1-800-984-3663 or #textFOODto877877	Why wait until school starts to see your friends! Make a lunch date today! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	Why wait until school starts to reconnect with your friends! Make a lunch date today! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877
Don't miss out on healthy eating. FREE #summermeals still available near you! Call 1-800-984-3663 or #textFOODto877877	Don't miss out on healthy eating. FREE summer meals still available near you! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	Don't miss out on healthy eating. Summer meals still available near you! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877

DIRECTED TO THE GENERAL PUBLIC

Twitter	Facebook	Instagram
Spread the word! Kids 18 + under eat FREE at sites in your neighborhood. Call 1-800-984-3663 or #textFOODto877877 for #summermeals near you!	Don't miss out on healthy eating when school's out! Spread the word about FREE lunch this summer. #summermeals #textFOODto877877	Spread the word! Kids 18 + under eat FREE at sites in your neighborhood. Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877
Good nutrition never goes on vacation. Kids get FREE #summermeals. Call 1-800-984-3663 or #textFOODto877877 for a site near you!	MIND THE GAP: Nearly 80% of kids who rely on free/reduced meals during the school year miss out on FREE lunch over the summer because they just don't know! #summermeals #textFOODto877877	Summertime + the eating is easy. FREE #summermeals for kids + teens. Call 1-800-984-3663 or #textFOODto877877
FREE #summermeals AT A LOCATION NEAR YOU. Text FOOD to 877-877 or call 1-800-984-3663 for a lunch spot near you.	GET INVOLVED WITH #summermeals! Sponsor a summer meal site for your community. Learn how: www.fns.usda.gov/sfsp/how-become-sponsor	FREE #summermeals AT A LOCATION NEAR YOU. Text FOOD to 877-877 or call 1-800-984-3663 for a lunch spot near you.
Healthy eating shouldn't stop just because school's out! FREE #summermeals all summer long! Text FOOD to 877- 877 or call 1-800-984-3663 for a lunch spot near you.	Got Hunger? Text FOOD to 877-877 or call 1-800-984-3663 for FREE #summermeals near you. Open to kids 18 and under.	Healthy eating shouldn't stop just because school's out! FREE #summermeals all summer long! Text FOOD to 877- 877 or call 1-800-984-3663 for a lunch spot near you.



of SANTA CLARA and
SAN MATEO COUNTIES

ABOUT GENERAL NUTRITION

Twitter/Facebook/Instagram

Balanced meals boost brainpower all summer long! Kids 18 & under eat FREE. Call 1-800-984-3663 for a lunch spot near you. #summermeals	Kids need healthy meals all year round. Check out USDA's summer meals program by calling 1-800-984-3663 or #textFOODto877877
Fruits provide vitamin C and fibers as part of a balanced diet. Get your fruit on! #textFOODto877877 for a lunch spot near you. #summermeals	Kids need energy to have fun in the sun. This summer, FREE #summermeals available for kids under 18. #textFOODto877877 for more info.
Vegetables help fill you up and provide potassium, fiber + vitamins! Veg out: Text FOOD to 877-877 for a lunch spot near you. #summermeals	Strive for 5! Kids can enjoy FREE #summermeals with all 5 food groups today. Call 1-800-984-3663 or #textFOODto877877 for locations.
Milk provides nine essential nutrients like calcium, vitamin D, and protein. #textFOODto877877 for a lunch spot near you. #summermeals	Build those bones! Milk is important for kids + adolescents. #textFOODto877877 to drink up at a meal site near you. #summermeals
Whole grains are important for a healthy heart. Call 1-800-984-3663 or #textFOODto877877 to grab some grains at a FREE #summermeals site.	Don't let nutrition slide this summer. Access to FREE balanced #summermeals for kids during summer. Call 1-800-984-3663 or #textFOODto877877

MID-SUMMER MARKETING

Twitter	Facebook	Instagram
More Locations Added! For FREE #summermeals for kids 18 and under, call 1-800-984-3663 or #textFOODto877877 for sites near you!	Moms need a summer break too! Take a lunch break and treat your kids to a FREE #summermeal! Sites are available near you. Just call 1-800-984-3663 or #textFOODto877877	More Locations Added! For FREE meals for kids 18 and under, find a FREE #summermeals site near you. Call 1-800-984-3663 or #textFOODto877877
FREE lunch? It's not just a midsummer night's dream. Call 1-800-984-3663 or #textFOODto877877 for locations! #summermeals	FREE lunch? It's not just a midsummer night's dream. Call 1-800-984-3663 or #textFOODto877877 for locations! #summermeals	FREE lunch? It's not just a midsummer night's dream. Call 1-800-984-3663 or #textFOODto877877 for locations! #summermeals
Healthy eating shouldn't stop. FREE lunch for kids all summer long. Call 1-800-984-3663 or #textFOODto877877 for #summermeals near you!	Healthy Eating Made Easier This Summer! FREE lunches available for all kids 18 and under, no paperwork, no restrictions! Text FOOD to 877-877 or call 1-800-984-3663. #summermeals #textFOODto877877	Healthy eating shouldn't stop. FREE lunch for kids all summer long. Call 1-800-984-3663 or #textFOODto877877 for #summermeals near you!



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