

Performance Pack Social Media Guide

We know you're excited to start a Performance Pack program in your schools and we want to make sure your students are too! When they are not keeping busy with homework, friends and extra-curricular activities, social media is where most of them are spending their free time. That's why we're giving you the best tips and tricks to help you show the love for a nutritious third meal and promote healthy lifestyles at your school.

Here are some ideas to help get you started. Feel free to get creative with it--because let's be honest, when it comes to posting on social, your students are far from boring! Check it out!

Students and parents are online, so be sure to promote the Performance Pack program on social media. See guide included in this kit for sample posts. A full guide with images can be downloaded at: [URL]

Sample Social Media Posts

- Power up for after school practice with a Performance Pack! Get the right fuel to perform your best! #WinnersDrinkMilk #FuelGreatness
- Performance Packs can help power your body and brain for after school clubs and practices! #WinnersDrinkMilk #FuelGreatness
- What's new at [insert school name]? We now serve Performance Packs for a third meal. Grab one to fuel your body and brain at practice or club meetings! #MilkMeansMore #FuelGreatness

Why use hashtags?

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. When promoting Performance Packs at your school, use #WinnersDrinkMilk and #FuelGreatness to make sure your posts are highlighted!

Examples of Do's and Don'ts

DO make sure faces and hands are in the photo with the Performance Pack (e.g, taking a bite, drinking chocolate milk, hands holding Performance Pack clamshell).

DON'T let your Performance Pack be lonely!

DO make sure the Performance Pack (and milk!) is clearly visible.

DON'T hide that tastiness!

DO reflect the changing seasons and upcoming school or community events (e.g., use in season sports, marching band or pep band, in season clubs).

DON'T only show sports and activities from one season OR only one genre of activity (e.g., only sports).

DO use hashtags to make your voice heard.

DON'T just have plain text in the post caption.

DO include friends, students and staff who are okay with being shown off

DON'T include anyone without their written consent or parents' written consent. (e.g., signed photo releases are a great way to make sure you are ok to post!)

DO be sure milk is at least mentioned in the caption.

DON'T exclude milk from both the photo and caption.