



Social Media Tips & Posts



Tag Us!

If you snap photos of the different ways your students are engaging with Nourish Your Roots, share them with **#NourishYourRoots** and remember to tag us!

Twitter: @NourishNS | **Facebook:** @NourishNS | **Instagram:** @Nourish_NS | **TikTok:** @Nourish_NS

Sample Social Media Posts

- (Insert School Name) is taking part in **#NourishYourRoots**, a fundraiser that helps fund the school food programs our children need to be healthy learners. Boxes will be available for pickup at our school between (Insert Selling Period). Contact us to order your box today: (Insert Contact Information)
- Have you told your neighbours about **#NourishYourRoots**? What about grandparents, aunts, uncles, friends and co-workers? Funds raised by the campaign will help support our (Insert School Food Program). Contact us to order your box today: (Insert Contact Information)
- Students at (Insert School Name) are super sellers! We have almost reached our goal of (Insert Number of Boxes Sold). Contact us to order your **#NourishYourRoots** box today: (Insert Contact Information)
- Funds raised from our **#NourishYourRoots** campaign directly benefit the healthy school food programs, like (Insert Example of Healthy Food Initiative at Your School), that our



children need to be healthy learners. Contact us to order your box today: (Insert Contact Information)

- **#NourishYourRoots** is in full swing! With the purchase of a Nourish Your Roots box, your family will receive a farm-in-a-box experience while supporting healthy food initiatives at (Insert School Name). Contact us to order your box today: (Insert Contact Information)
- **#NourishYourRoots** boxes contain a variety of farm-fresh produce. When your family explores a box, you are building memories and valuable life skills together! Contact us to order your box today: (Insert Contact Information)
- Lettuce Turnip the Beet for **#NourishYourRoots**! Funds raised will help support our healthy school food programs. Contact us to order your box today: (Insert Contact Information)

Social Media Tips

- Using a hashtag in your post will allow more people to find it and will likely get more engagement! Tagging individuals, organizations, community groups or local politicians will also help spread your message.
- Reach out to school contacts to share posts with their networks (e.g. community, neighbourhood or parent Facebook groups).
- Don't forget about personal social media accounts! Create a shareable post and ask teachers, staff and students to share on their own social media.
- Photos to use for social media posts might include students holding posters or other promotional materials or shots from your school's healthy food programs (e.g. breakfast or gardens). Be creative!
- To get students involved, consider holding a social media contest!
 - Create a unique hashtag and ask students to tag your school social media account to make contest entries easy to find.
 - Either ask the students or community to vote on their favourite entries, reward the highest number of shares, or hold a random draw to choose a winner.



- Looking for contest inspiration? Here are a few ideas:
 - **Share and Shout:** Students share the campaign, or a selfie with their Nourish Your Roots box, with their friends and family on social media.
 - **TikTok Chef Challenge:** Students or classrooms create a video/TikTok of themselves cooking their favourite recipes with veggies from a Nourish Your Roots box.
 - **Thinking Outside the Box:** Students or classrooms create a video/TikTok of themselves turning their empty Nourish Your Roots box into something creative and fun.
 - **Nourish Your Roots Commercial:** Students or classrooms make a creative video/TikTok depicting the great school food programs at their school supported by Nourish Your Roots—encourage them to try a different medium such as stop motion or animation!