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**#NSBW23: Dig in to Social Media!**

Start raising awareness about #NationalSchoolBreakfastWeek early and make social media work for you! Build a strong foundation for your Dig In to School Breakfast celebrations with these top tips.

1. Use SNA’s official #NSBW23 social media graphics for Facebook, Instagram and Twitter and update your school’s Facebook cover image. Take advantage of the [many breakfast builder characters and other artwork](https://schoolnutrition.org/resource/nsbw23-artwork/) to create your own fun posts and videos!
2. Share the social media graphics, sample posts (*below*) and [NSBW infographics](https://schoolnutrition.org/resource/nsbw23-marketing-pr-resources/) with community partners (such as vendors, farmers, PTAs, local agencies and extension services) to help spread the word that school breakfasts are nutritious, delicious and an important start to the day for students.
3. As March draws near, start targeting your social media messages directly to students, parents and the media. Mix and match the examples below to best convey your NSBW takeaways to each target audience. Add posts promoting your specific NSBW activities and menus.

**Facebook/Instagram Sample Posts for Partners**

* Join us in celebrating #NSBW23 March 6-10 to highlight the importance of #schoolbreakfast and the critical role school nutrition professionals play in helping children succeed in and out of the classroom. Learn more: <https://schoolnutrition.org/nsbw> #BreakfastBuilders #DigIn2SchoolBreakfast
* School breakfast is a winner for parents and their children. It’s a great value, meets nutrition standards, saves busy parents time and helps students be more alert and attentive. Join us in promoting the benefits of #schoolbreakfast during National School Breakfast Week 2023 March 6-10. Learn more: <https://schoolnutrition.org/nsbw> #NSBW23 #BreakfastBuilders #DigIn2SchoolBreakfast
* Studies show that students who eat #schoolbreakfast reach higher levels of achievement in math and reading, score higher on standardized tests and have better concentration and memory. The official #NSBW23 infographic is an easy way to share these details with parents and the community at large. <https://schoolnutrition.org/nsbw> #BreakfastBuilders #DigIn2SchoolBreakfast
* The #NSBW23 theme, “DIG IN to School Breakfast,” highlights the importance of school breakfast in building a foundation for learning. When kids start the day with a healthy morning meal, they have the tools to build #success! #BreakfastBuilders #DigIn2SchoolBreakfast
* Our school cafeteria #breakfastbuilders get up early and work hard every morning to help students build a better day with #schoolbreakfast. Celebrate #NSBW23! #DigIn2SchoolBreakfast
* We’ll be celebrating National School Breakfast Week March 6-10, 2023. DIG IN to healthy breakfast options available at school! #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast
* Are you a breakfast builder? A delicious and nutritious #schoolbreakfast sets you up for success! Join us in the cafeteria March 6-10, 2023 for a special celebration. #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast
* A balanced school breakfast will help you start strong, stand tall and take on whatever comes your way. Take our word for it and DIG IN to #schoolbreakfast! #NSBW23 #BreakfastBuilders #DigIn2SchoolBreakfast

**Twitter (140-280 character limit)**

* “DIG IN to School Breakfast” uncovers the nutritious morning meals prepared by dedicated professionals for America’s students. Join us in celebrating National School Breakfast Week Mar. 6-10. #NSBW23 #SchoolBreakfast #BreakfastBuilders <https://schoolnutrition.org/nsbw>
* School breakfast paves the way for kids to build a better day and face the challenges ahead. #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast
* School breakfast comes to you every morning courtesy of your district’s school nutrition breakfast crew. From one generation of #breakfastbuilders to the next, we help students build success. #NSBW23 #SchoolBreakfast
* Starting the day with a healthy morning meal equips kids with the tools to construct towering achievements. #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast
* National School Breakfast Week Mar. 6-10, is a great time to try our district’s school breakfast offerings and see how these tasty meals make a great start to the day. #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast
* Are you taking advantage of the morning meals our school district provides? DIG IN to School Breakfast Mar. 6-10 #NSBW23 #SchoolBreakfast #BreakfastBuilders #DigIn2SchoolBreakfast