



# LOCAL MARKETING



## LINK UP

Use your publishing software to provide interactive links. Nutrition classes, volunteer opportunities, comments, suggestions, and to announce special events.- make it special to your audience so they'll keep coming back for more!



## FOLLOW THE LEADERS

Lots of program leaders are sharing their wins and successes on social media. Not to brag- but to help! Look for groups where you can build your program from the mentors and peers who are already collaborating. You don't have to post just to get ideas!

## SPREAD THE WORD

If you don't tell the story about what you are doing, someone else will. Social media happens with or without you, if you are not telling the story of what your department is doing, someone else will. Make sure you capture your magic and share it at it's best!

## MAKE IT VISUAL

Share with your students and parents just how well your program works. Use videos and demonstrations to show just how well your setup works with serving yummy food quickly and smoothly, while honoring social distancing recommendations. Share it on your district home page and let them see that the foodservice program is taking their health & safety seriously.



[www.healthepro.com](http://www.healthepro.com)



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