# SM4ANJ Toolkit

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## The Why

School Meals for All NJ is working tirelessly to ensure Schools Meals for All becomes a permanent reality for all New Jersey students. School Meals for All will allow every student who wants or needs a school breakfast or lunch to receive meals at no cost to their family. They are a critical source of nutrition for many children, helping them learn and be active in the short-term, and thrive academically, physically, and emotionally in the long-term.

## Social Media

Share your support for School Meals for All with your network by copying and pasting the pre-drafted posts below.

### Captions

#### Sample Twitter/X/Threads Posts

* During the pandemic, we kept millions of children from going hungry by providing school meals at no cost. But now that federal support is gone and it’s our job to bring those meals back. Here in NJ, we’re working on #SchoolMeals4All. Join us: sm4anj.org #SM4ANJ
* Research shows that free school meal programs improved attendance, academic performance, and decreased tardiness among participating students. Keep our kids fed with #SchoolMeals4All sm4anj.org #SM4ANJ
* Better days start with a full belly – as proven by meal programs that keep a student’s body and mind ready to take on the school day. sm4anj.org #SM4ANJ
* Reach out to your lawmakers in support of #SchoolMeals4All in NJ. Your voice is critical to help them thrive. sm4anj.org #SM4NJ
* We have a chance to bring back the free school meals to students in NJ, but we can’t do it without your help. Reach out to your lawmakers and let them know to pass #SchoolMeals4All sm4anj.org #SM4A
* For every $1 invested in #SchoolMeals4All provides $2 in health, economic, equity, and environmental benefits. Learn more at sm4anj.org #SM4ANJ
* Hunger disproportionately impacts communities of color. Learn how #SM4ANJ can alleviate food insecurity by ensuring equitable access to healthy meals at school. sm4anj.org
* meals are critical for kids’ learning & growth. See how NJ can step up and provide #SM4ANJ at sm4anj.org

#### Sample Facebook Posts

* DYK? School meals account for up to half of a child’s daily calories. Helping them learn and be active in the short term, and thrive academically, physically, and emotionally in the long term. I’ve joined @HungerFreeNJ and the #SM4ANJ coalition in support of #SchoolMeals4All
* Two major barriers stopping kids from participating in school meals are cost and stigma. #SchoolMeals4All can change that. Join me and @Hunger Free New Jersey in supporting school meals for all New Jersey students. #SM4ANJ

#### Sample Instagram Posts

* Research shows that free school meal programs improved attendance, academic performance, and decreased tardiness, among participating students. Be the support that keeps our kids. Check out the link in bio. #SchoolMeals4All #SM4ANJ
* During the pandemic, we kept millions of children from going hungry by providing school meals at no cost. But now that federal support is gone and it’s our job to bring those meals back. Check out the link in our bio. #SM4ANJ #SchoolMeals44All
* For every $1 invested in #SchoolMeals4All provides $2 in health, economic, equity, and environmental benefits. Learn more at the link in our bio. #SM4ANJ
* Better days start with a full belly – as proven by meal programs that keep a student’s body and mind ready to take on the school day. Check out the link in our bio. #SM4ANJ #SchoolMeals4A

### Hashtags

#**SM4ANJ**

#SchoolMeals4All

#endhunger

#schoolnutrition

#nokidhungry

#endhungerlocally

#NewJersey

#healthymealsforkids

#nutritionmatters

#foodaccess

#foodsecurity

#communityfirst

#takeaction

### Tags

@HungerFreeNJ

@SM4ANJ

ADD

*@Food Corps NJ*

*@NJSNA*

*@Heart Assoc NJ*

### Graphic Post Samples & Videos

Here you will find links to posts available for download and use, available with specific sizing for each social platform.

* [Facebook](https://drive.google.com/drive/folders/1uCubgiQbXCjA3rFQvPT54-nGD87BUzdu?usp=drive_link)
* [Twitter/X](https://drive.google.com/drive/folders/1dDZjltmBw00u_rXecoAPR3CIlDoSoFmb?usp=drive_link)
* [Instagram](https://drive.google.com/drive/folders/1w2nywiVp7FAGf0PaCopkWjcCwob7ogdw?usp=drive_link)
* [Zoom backgrounds](https://drive.google.com/drive/folders/15MVk2yYtWp4gFsWWGBhvDuXDgfMJr8ad?usp=drive_link)

We highly encourage you to check our social media pages below and reshare - set an alert on our page so you never miss a new post:

* [Facebook](https://www.facebook.com/sm4anj)
* [Instagram](https://www.instagram.com/sm4anj/)
* [Twitter/X](https://twitter.com/sm4anj)

#### How/When to Reshare a post

All posts have a “share” button at the bottom of the post. You can opt to post immediately or share your own thoughts.

#### When to post

Posting in the early afternoon will yield the best engagement, especially during the work week.

We want to make every Monday of the week “School Meals Monday.” This is a great time to share, reshare or if you are comfortable, record a short video on why you support the campaign and share with your followers. Let’s flood social media with #sm4anj every Monday! Be sure to tag us and use the appropriate hashtags from our suggested list so we can amplify it as well.

## Keep in Touch!

Follow us on social media:

* [Facebook](https://www.facebook.com/sm4anj)
* [Instagram](https://www.instagram.com/sm4anj/)
* [Twitter/X](https://twitter.com/sm4anj)

Share our resources, including our [website](https://sm4anj.org/).

Utilize your network and have them sign our [pledge](https://www.surveymonkey.com/r/SM4ANJ).

Questions/want more ways to stay involve/support? Contact Mallie Romanowski of Hunger Free NJ at [mromanowski@cfanj.org](mailto:mromanowski@cfanj.org).