



# 10 CENTS A MEAL

2021 Social Media Toolkit  
for Supporters

SPARKING HEALTHY CHOICES FOR KIDS  
AND A VIBRANT ECONOMY!

# #HASHTAGS

AND WHEN TO USE THEM

## #10CENTSAMEAL

General use for any post related to 10 Cents a Meal.

## #MY10CENTS

For sharing your thoughts on 10 Cents a Meal.

- Why you support 10 Cents a Meal
- Why it is good for your community
- Why you think it is important for the program to continue

Tag us on social!



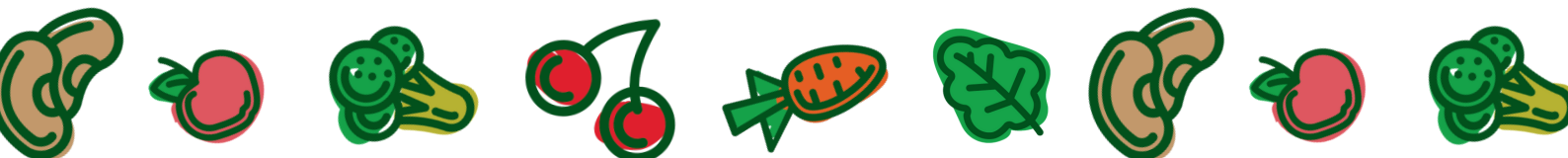
10 Cents a Meal  
@TenCentsMichigan



@10CentsMI



@10CentsMI



# SUPPORTER

## SAMPLE POSTS



FACEBOOK



INSTAGRAM

1. Kids need the opportunity to try new foods to decide if they like them or not. 10 Cents a Meal helps provide funding for the purchase of Michigan-grown vegetables, fruits, and dry beans so kids are exposed to new foods at school or at early childhood education centers. #10CentsAMeal
2. I support 10 Cents a Meal because Michigan kids deserve healthy, Michigan-grown food! #My10Cents Join me in supporting this innovative farm to school program. Sign-up to be a supporter: <http://ow.ly/sTyE50DRnqn>
3. 10 Cents a Meal essentially doubles grantees' investment into local food by providing matching funds to purchase produce from Michigan farms! #10CentsAMeal



TWITTER

1. I support 10 Cents a Meal because Michigan kids deserve healthy, Michigan-grown food! #My10Cents
2. 10 Cents a Meal gives kids the chance to try new foods in meals at school or at their childhood education center! #10CentsAMeal
3. 10 Cents a Meal is good for Michigan kids and farms! #10CentsAMeal
4. 10 Cents a Meal opens new markets for local farms and supports a healthy food system for our local and state economy. #10CentsAMeal



# FACEBOOK PROFILE FRAME



FOR  
SUPPORTERS



FRAME TITLE:

"I SUPPORT 10 CENTS A MEAL"

## HOW TO ADD A FACEBOOK PROFILE FRAME

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1. Click your profile picture
2. Select "Update Profile Picture"
3. Select "Add Frame"
4. Search "I Support 10 Cents a Meal" for the supporter frame
5. Select the frame
6. Adjust the positioning of your photo and frame
7. Use the dropdown menu to select how long you would like to display the frame
8. Click "Use as Profile Picture"

# DIGITAL ASSETS

Download these assets from our website under "Tools for Social Media" to use across Facebook, Instagram, and Twitter!

#10CentsAMeal



# DIGITAL ASSETS

Share our 10 Cents a Meal promotional video and encourage others to sign up as supporters! The video link can be found with the rest of the digital assets under "Tools for Social Media".



Sign up to be a supporter: <http://ow.ly/sTyE50DRnqn>