

CT Fresh Ed: Social Media Toolkit

The CT Fresh Ed: Social Media Toolkit includes tips for CT Grown for CT Kids Week, National Farm to School Month, and National School Lunch Week. This resource was developed by the CSDE in coordination with the CT Farm to School Collaborative.



Contents

Important Notes	1
Partners to Follow and Tag	2
Hashtag Suggestions	3
CT Fresh Ed: Graphics	4
Logo Misuse	5
Best Practices for Posting	6
Sample Instagram/Facebook Posts.....	7
CT Fresh Ed: Social Media Checklist.....	9

Important Notes

- Accounts made for schools, food services, and/or farm to school should follow the school district’s guidelines.
- Districts that are unable to create or host social media accounts may be able to receive permission to contact the Connecticut Farm to School Collaborative and the School Nutrition Association of CT (SNACT) and request to post on their behalf.
- Send photos, stories, important information, and any partners to be tagged to ConnecticutFarmtoSchool@gmail.com and execdir@snact.org.
- Visit the [CT Farm to School Collaborative](http://CTFarmtoSchoolCollaborative.org) website for other resources to celebrate National Farm to School month and CT Grown For CT Kids Week.

CT Fresh Ed: Social Media Toolkit

Partners to Follow and Tag

- Key partners to tag on all posts
 - Tip: Tagging a partner will allow the followers of that entity to see the post. To view comments of that post, be sure to follow that entity.
 - Tip: To “follow” organizations, find the entity via the search feature and then click “follow.”
 - To tag an account, type @ followed by the name in the table below. For example, @CT Farm to School Collaborative.

Facebook	Instagram
CT Farm to School Collaborative	ctfarmtoschoolcollab
Connecticut Department of Agriculture	ct.grown
Connecticut State Department of Education	educate.ct
Put Local On Your Tray	putlocalonyourtray
National Farm to School Network	farmtoschool

- Partners to tag where applicable (see above for tips on tagging and following organizations).
 - To tag an account, type @ followed by the name in the table below.

Facebook	Instagram
UConn Extension	uconnextension
New England Dairy	newenglanddairy
Connecticut Dairy	connecticutdairy
School Nutrition Association of Connecticut (SNACT)	SNAofCT
Connecticut Department of Public Health	ctdph
Connecticut Farm to School Institute	ctftsinstiute

CT Fresh Ed: Social Media Toolkit

- Always find, follow, and tag the community's local farmers.
 - Local farms can be found at [Farm | Put Local on Your Tray](#)
- Look for accounts for partners specific to the local community:
 - Local legislators and town leadership
 - Local councils
 - Community center
 - Nonprofits and community foundations focused on children, families, education, food security
 - Event collaborators or sponsors
 - Local media

Hashtag Suggestions

Hashtags are words or phrases that start with the “#” symbol and are commonly used on social media platforms to group posts together by topic so people can easily search for related content.

Not all hashtags are used to help people search for content. Many people use them casually to add extra meaning, context, emotion, or commentary to what they are posting. In this way, hashtags can act like side comments that explain a joke, set the tone, or add personality.

- Hashtags for anything Farm to School
 - #CTFreshED
 - #FarmtoSchool
 - #CTFarmtoSchool
 - #CTGrown
 - #CTGreatPlates
- Hashtags to add for CT Grown for CT Kids Week
 - #CTGrownforCTKids
 - #CTGrownforCTKidsWeek
- Hashtags to add for National Farm to School Month (October)
 - #NationalFarmtoSchoolMonth
- Hashtags to add for National School Lunch Week
 - #NationalSchoolLunchWeek
 - #NationalSchoolLunch

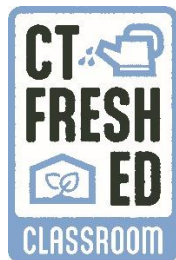
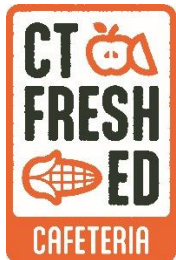
CT Fresh Ed: Social Media Toolkit

- Reach out to the district's communications specialists to identify any specific hashtags for the district, school, or events.

CT Fresh Ed: Graphics

Click on the images below to download. Resize as needed for the applicable use.

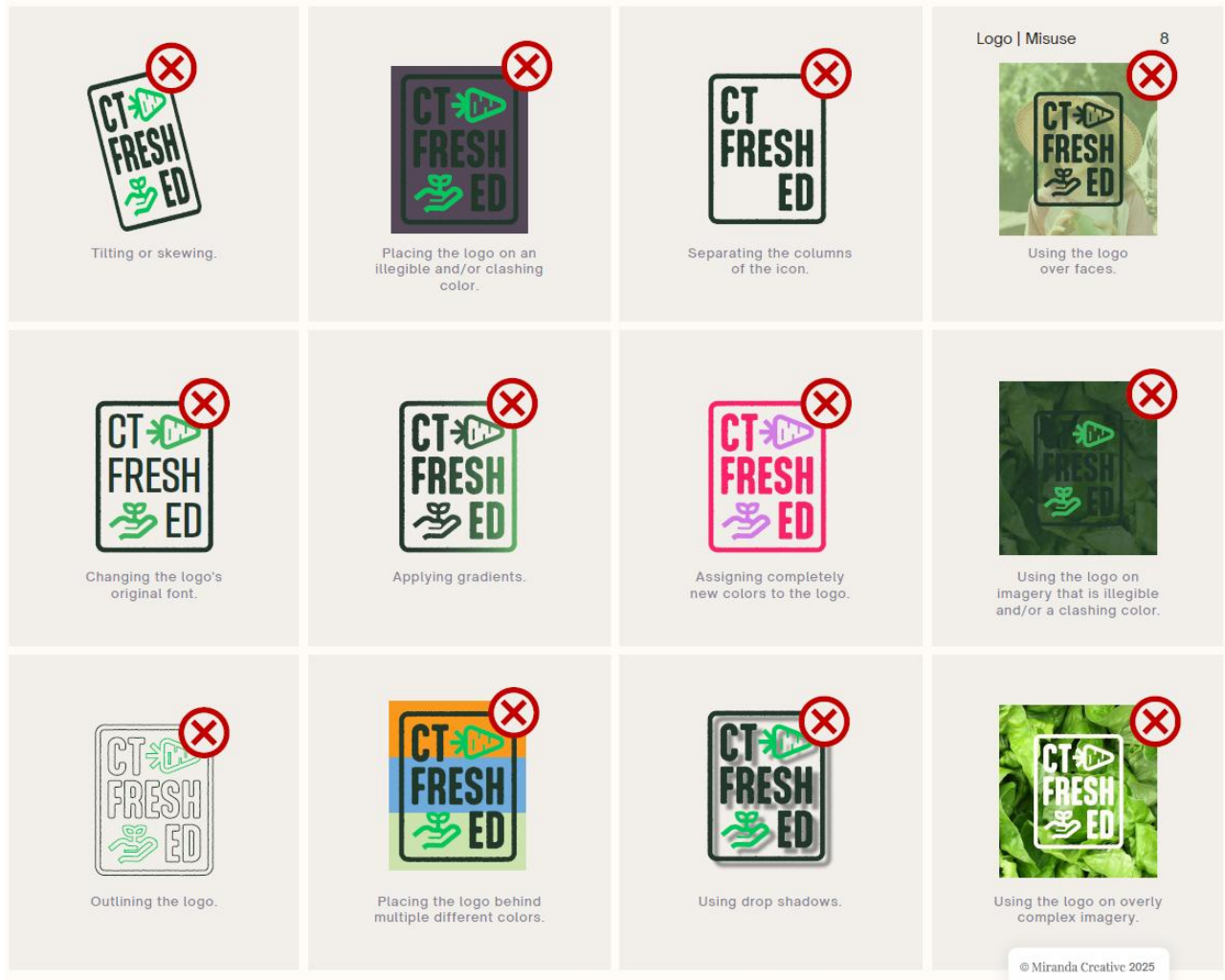
Refer to the "[Brand Standards and Logos](#)" section of the CT Fresh Ed webpage for branding guidelines.



CT Fresh Ed: Social Media Toolkit

Logo Misuse

The CT Fresh Ed logos should never be skewed or manipulated in a way that alters the brand, as seen in the examples below



CT Fresh Ed: Social Media Toolkit

Best Practices for Posting

- Posts with photos receive more views.
 - Use high quality images.
 - Images should be clear, and relevant to the event.
 - Ensure that any student's featured in photos have completed photo release forms on file.
 - if a photo release form cannot be confirmed, take photos of children's hands, lunch trays, stickers, or purposefully covered face.



- Photos should be:
 - Authentic – using real photos of local farms, schools and communities whenever possible rather than generic stock photos.
 - Inclusive – representing people of all ages and backgrounds.
 - Purposeful – every image should support its message. For example, a post about a taste test of local lettuce should include images of local lettuce, not a stock picture of a child in a classroom.
 - Appropriate.
- Limit the amount of text in a photo or remove it entirely.
 - Text over a photo cannot be picked up by a screen reader or text-to-speech tool..
 - Too much text over a photo also reduces the impact of the image and the text.
- Use the caption to convey your important information/message.
 - Start with a hook such as a question or exciting details.
 - Provide essential details (who, what, when, where, as applicable).
 - Include a call to action, e.g., “Join our team!”, “Volunteer in our garden!”

CT Fresh Ed: Social Media Toolkit

- Ask questions and invite engagement in post comments or through direct messages.
 - If inviting direct messages (DMs), be sure to check DMs daily and respond within a few days.
- Include alternative text (alt text) to describe the image for people using screen readers.
- Share posts at the optimal time for the audience such as when students are getting home from school or early evening.
 - Free schedulers are available online that allow posts to be scheduled and loaded in advance to post on selected dates and times.

Sample Instagram/Facebook Posts

- #CTFreshEd – connecting farms, families and education
- This is what local food looks like! #CTFreshEd #CTGreatPlates
- Fresh from our local farms to your cafeteria tray! Today's menu features produce grown just miles from our schools at (insert names of farms) — supporting farmers, nourishing students, and strengthening our community. #CTFreshEd #FarmtoSchool #CTGrown
- Behind every delicious meal is a dedicated farmer. Thank you to our local partners who work hard year-round to bring the freshest ingredients to our schools. #CTFreshEd #CTGrown
- Taste test time! Students explored new flavors with a variety of locally grown fruits and vegetables. Nothing beats the excitement of trying something fresh from our own state and seeing it on the school menu when the students love it! #CTFreshED
- Seasonal eating at its finest! This week we're highlighting fall favorites—crisp apples, roasted squash, and hearty greens. #CTFreshEd
- There's nothing like delivery day! Our kitchens are stocked with fresh, Connecticut-grown ingredients—ready to be transformed into nutritious meals. #CTFreshEd
- Learning where food comes from starts in the classroom. Students explored how local farms grow the ingredients featured in their lunches. Knowledge tastes good! #CTFreshEd

CT Fresh Ed: Social Media Toolkit

- Learning doesn't just happen in the classroom. Our cafeteria team spent the day building new culinary skills to bring more fresh, scratch-made meals to our students. Great food is part of a great education!. #CTFreshEd
- Hands in the dirt, minds in the garden! Students harvested herbs and veggies from our school garden, contributing directly to today's lunch. #CTFreshEd
- Celebrate our local heroes - school nutrition professionals and farmers - during #CTFreshEd #FarmtoSchool month!
- We're celebrating #CTGrownforCTKids Week by [Insert Activity]! How are you celebrating National Farm to School Month this October? Let us know and tag us! Not sure how to get involved? Learn more by visiting [CT Grown For CT Kids Week](#) #CTFreshEd #CTGrown
- CT Grown For CT Kids is: kids cooking, school gardens growing, farmers thriving, and school nutrition staff being celebrated! Join us as we get local with our schools and celebrate all the wonderful CT products that are featured in classrooms and cafeterias! #CTFreshEd #CTGrown
- This National School Lunch Week, students are digging into menus filled with farm-fresh favorites—from roasted squash to local pears and freshly picked greens. Each bite highlights our commitment to serving meals that support local agriculture and help students thrive. #CTFreshEd

CT Fresh Ed: Social Media Toolkit

CT Fresh Ed: Social Media Checklist

- Is it clear and concise?
- Does it feel welcoming and supportive?
- Would a farmer, teacher, student, elected official, or community member understand it instantly?
- Does it reinforce Connecticut pride and community impact?
- Does it reflect the people behind the program?
- Is the tone natural and not overdone?

CT Fresh Ed: Social Media Toolkit

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. fax: (833) 256-1665 or (202) 690-7442; or
3. email: program.intake@usda.gov

This institution is an equal opportunity provider.

The Connecticut State Department of Education is committed to a policy of equal opportunity/affirmative action for all qualified persons. The Connecticut Department of Education does not discriminate in any employment practice, education program, or educational activity on the basis of race; color; religious creed; age; sex; pregnancy; sexual orientation; workplace hazards to reproductive systems, gender identity or expression; marital status; national origin; ancestry; retaliation for previously opposed discrimination or coercion, intellectual disability; genetic information; learning disability; physical disability (including, but not limited to, blindness); mental disability (past/present history thereof); military or veteran status; status as a victim of domestic violence; or criminal record in state employment, unless there is a bona fide occupational qualification excluding persons in any of the aforementioned protected classes. Inquiries regarding the Connecticut State Department of Education's nondiscrimination policies should be directed to: Attorney Louis Todisco, Connecticut State Department of Education, by mail 450 Columbus Boulevard, Hartford, CT 06103-1841; or by telephone 860-713-6594; or by email louis.todisco@ct.gov.