**Wisconsin Farm to School Grant Program Social Media Kit**

Thank you for sharing information about the Wisconsin Farm to School Grant Program with your networks across the state of Wisconsin.

The Wisconsin Farm to School Grant Program is a program through the Wisconsin Department of Agriculture, Trade and Consumer Protection, and it aims to enable communities to develop farm to school partnerships, implement farm to school initiatives, and strengthen Wisconsin’s statewide farm to school network.

Below, you’ll find a variety of resources and content ideas to effectively share the benefits and highlights of your farm to school program. The stories you collect are inspiring, help support local farmers, and bring locally sourced meals to Wisconsin schools. Feel free to use the content on any social media platform you have access to.

#### **Hashtags**

Use these hashtags to join the conversation and increase your reach:

* #WisconsinFarmToSchool
* #DATCPFarmToSchool
* #WisconsinFarmToECE
* #LocalFoodForSchools
* #HealthyKidsHealthyCommunities
* #SupportLocalFarmers
* #FarmFreshSchools
* #DATCP

#### **Key Messages**

1. **Support Local Agriculture:** Highlight how the Wisconsin Farm to School program helps support local farmers and the local economy.
2. **Healthy Eating:** Emphasize the nutritional benefits of fresh, locally grown produce for students.
3. **Educational Opportunities:** Showcase how the program provides educational opportunities for students to learn about agriculture and healthy eating.
4. **Community Engagement:** Discuss the positive impact of building stronger connections among schools (including food service employees, school food service directors, farm to school leaders), farmers, distributors, and the community.

#### **Visuals**

* **Photos:** Capture images of students enjoying fresh meals, school food service employees processing produce, students gardening, farm visits, and local farmers/distributors delivering produce to your school.
	+ Be sure that there is permission to use photos of students prior to use/distribution. This is often obtained by permission slip with the child’s guardian(s).
* **Videos:** Create short clips of students participating in agricultural activities, testimonials from students and teachers, and meal preparations.
	+ Be sure that there is permission to use videos of students prior to use/distribution. This is often obtained by permission slip with the child’s guardian(s).
* **Graphics:** Design infographics highlighting the benefits of the farm to school program, key activities funded by the grant, and success stories.

#### **Tips for Engagement**

* **Tag Partners:** Mention DATCP, local farms, community organizations, and other partners/stakeholders to enhance reach and engagement.
	+ DATCP Facebook: [widatcp](https://www.facebook.com/widatcp)
	+ DATCP Instagram: [wisdatcp](https://www.instagram.com/wisdatcp/)
	+ DATCP X: [widatcp](https://x.com/widatcp)
	+ DATCP LinkedIn: Wisconsin Department of Agriculture, Trade and Consumer Protection
* **Use Stories:** Share behind-the-scenes content via Instagram and Facebook Stories to keep your audience engaged and informed.
* **Interactive Content:** Create polls, Q&A sessions, or contests related to farm to school activities to engage your audience and promote your initiatives.

**Activities to Highlight**

* Agriculture and nutrition education
* Culinary development
* Food production
* School garden and farm development
* Supply chain partnership development including food production, processing, distribution and aggregation
* Composting (for education, food waste management and/or food production practices)
* Farm to school education for school staff and partners

#### **Sample Posts**

**Facebook**

1. **Post 1:** 🌽🍎 We are excited to announce that we have received a Wisconsin Farm to School Grant through @widatcp! The funding will help us bring more local, farm-fresh produce to our students and support agricultural education. Stay tuned for exciting updates! #WisconsinFarmToSchool #FarmToSchoolGrant #HealthyKidsHealthyCommunities #DATCP
2. **Post 2:** 📚👩‍🌾 Thanks to the Wisconsin Farm to School Grant Program administered by @datcp, we’re connecting with local farmers to provide fresh, nutritious meals for our students. This initiative not only supports student health but also strengthens our community. #LocalFoodForSchools #SupportLocalFarmers #DATCP

**X**

1. **Tweet 1:** Excited to receive a #WisconsinFarmToSchool Grant! We’re bringing fresh, local produce to our students and supporting agricultural education. Stay tuned for updates about this program administered by @widatcp! 🌽🍏 #FarmToSchoolGrant #HealthyKidsHealthyCommunities #DATCP
2. **Tweet 2:** Thanks to the #FarmToSchoolGrant administered by @widatcp, we’re partnering with local farmers to offer healthier meals and hands-on learning experiences. #WisconsinFarmToSchool #SupportLocalFarmers #DATCP

**Instagram**

1. **Post 1:** [Image of a colorful school lunch tray with fresh produce] We’re excited to receive a Wisconsin Farm to School Grant! With this funding, we’ll be serving up fresh, locally sourced meals and educating our students about agriculture. This program is administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection @wisdatcp. 🍎🥗 #WisconsinFarmToSchool #FarmToSchoolGrant #HealthyKidsHealthyCommunities #DATCP
2. **Post 2:** [Image of students visiting a farm] Field trip fun! Thanks to the Wisconsin Farm to School Grant, administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection @wisdatcp, our students are learning firsthand about where their food comes from. 🌱🚜 #LocalFoodForSchools #SupportLocalFarmers #DATCP

**LinkedIn**

1. **Post 1:** We are excited that we are receiving a Wisconsin Farm to School Grant! This funding allows us to enhance our farm to school initiatives, providing fresh, local food to our students and supporting agricultural education. The Wisconsin Farm to School Program is administered by the @Wisconsin Department of Agriculture, Trade and Consumer Protection. #WisconsinFarmToSchool #FarmToSchoolGrant #HealthyKidsHealthyCommunities #DATCP
2. **Post 2:** Our school is proud to be a recipient of a Wisconsin Farm to School Grant, administered by the @Wisconsin Department of Agriculture, Trade and Consumer Protection. This program helps us connect with local farmers, offer healthier meals, and provide valuable learning experiences for our students. #LocalFoodForSchools #SupportLocalFarmers #DATCP

**Information for Tagging**

* **DATCP**
	+ Facebook: @Wisconsin Department of Agriculture, Trade and Consumer Protection
	+ LinkedIn: @Wisconsin Department of Agriculture, Trade and Consumer Protection
	+ Instagram: @wisdatcp
	+ X: @widatcp
* **USDA**
	+ Instagram: @usdagov
* **National Farm to School Network**
	+ Instagram: @farmtoschool

Thank you for being part of the Wisconsin Farm to School Grant Program and helping us collect and share success stories throughout our state!