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**School Breakfast Scorecard: 2018–2019 School Year:**

**Sample Social Media**

***TWITTER***

**School Breakfast Report—General**

* Just in: explore @fractweets latest #schoolbreakfast report! Read about recent school breakfast participation trends and strategies for expanding the reach of school breakfast where you live: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* How many children access #schoolbreakfast? How can even more children participate in the School Breakfast Program? Find out with @fractweets latest school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* When it comes to #schoolbreakfast participation rates, how does your state compare to the rest of the country? Find out with @fractweets new school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“12.4 M” infographic**

* 12.4 million low-income children received #schoolbreakfast on an average school day in the 2018–2019 SY. Learn more about recent school breakfast participation trends in @fractweets latest school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* #DYK that 12.4 million low-income children accessed #schoolbreakfast on an average school day during the 2018–2019 SY? Learn how many children get the nutrition they need from school breakfast in your state with @fractweets new school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* [#] low-income students participate in the School Breakfast Program in [STATE]. Learn strategies for increasing the reach of #schoolbreakfast with @fractweets latest school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“Moving breakfast out of the cafeteria” Infographic**

* An effective strategy for getting more children to eat #schoolbreakfast? Moving breakfast out of the cafeteria and into the classroom! Learn more with @fractweets latest school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* Check out innovative ways to increase #schoolbreakfast participation by moving it out of the cafeteria in @fractweets latest report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“School breakfast fuels” Infographic**

* School breakfast fuels children’s minds and bodies so they can learn and be healthy. Read more about school breakfast’s critical impact on children’s well-being with @fractweets latest #schoolbreakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* Millions of students are fed by the School Breakfast Program, equipping them with the nutrition necessary to start the school day right. Explore more about the impact of #schoolbreakfast in @fractweets new school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“Unpaid school meals debt: best practices” Infographic**

* Offering free breakfast to all students & eliminating the reduced-price copay can help dramatically reduce unpaid school meals debt while increasing #schoolbreakfast participation. [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“Community eligibility” Infographic**

* The number of school districts adopting community eligibility expands yearly, resulting in more students accessing #schoolbreakfast. Explore how community eligibility helps to increase school breakfast participation with @fractweets new report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* The number of school districts participating in community eligibility grew by 14% in the 2018-2019 school year. Community eligibility allows high-poverty schools to offer breakfast and lunch free of charge to all students. Learn more in @fractweets latest report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* Community eligibility reduces barriers to #schoolbreakfast by allowing high-poverty schools to offer school meals at no cost to all students. There’s still room to expand the reach of this powerful tool. Learn more in @fractweets latest report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“Ratios” Infographic**

* If all states met @fractweets goal of reaching 70 low-income children with #schoolbreakfast for every 100 participating in school lunch, 2.7 million more children would eat school breakfast! Learn more with @fractweets new report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“Why I love school breakfast” graphic**

* Students who eat breakfast at school have increased concentration, comprehension & memory #WhyILoveSchoolBreakfast (bitly link to report)
* A healthy start to the day improves student participation and nutrition. #WhyILoveSchoolBreakfast [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* #WhyILoveSchoolBreakfast - It's a great way to start a successful day. Learn more from @fractweets: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
* New report from @fractweets shows exactly #WhyILoveSchoolBreakfast [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**Large Districts Report**

* What are the latest #schoolbreakfast participation trends? @fractweets new report examines 2018–2019 school breakfast participation rates in 76 of the nation’s school districts: [bitly.com/2Hkggbm](https://bitly.com/2Hkggbm)
* School districts across the country are reducing the barriers to accessing the School Breakfast Program, increasing participation in #schoolbreakfast. Learn how your school district can do the same with @fractweets new report: [bitly.com/2Hkggbm](https://bitly.com/2Hkggbm)

***FACEBOOK***

**General**

* Just in: Explore the Food Research & Action Center’s latest #schoolbreakfast report! Read about recent school breakfast participation trends and strategies for expanding the reach of school breakfast where you live: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
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* When it comes to #schoolbreakfast participation rates, how does your state compare to the rest of the country? Find out with the Food Research & Action Center’s new school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

**“12.4 M” Infographic**

* Great news: 12.4 million low-income children received #schoolbreakfast on an average school day in the 2018–2019 SY. Learn more about recent school breakfast participation trends in the Food Research & Action Center’s latest school breakfast report: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)
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**“Moving breakfast out of the cafeteria” Infographic**

* An effective strategy for getting more children to eat #schoolbreakfast? Moving breakfast out of the cafeteria and into the classroom! Learn more with the Food Research & Action Center’s latest school breakfast report:
* A significant barrier to more students eating #schoolbreakfast is schools only offering breakfast in the cafeteria. The Food Research & Action Center offers alternative service models for increasing the reach of school breakfast. Read more: [bitly.com/fracschoolbfast](https://bitly.com/fracschoolbfast)

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**“FRAC 50” Infographic**

* Throughout its 50-year history, FRAC has worked to expand the reach of the School Breakfast Program. FRAC released its first Scorecard in 1992, which contributed to over 25 states passing legislation requiring schools with a high proportion of low-income students to serve breakfast. [bitly.com/2SmjRMg](https://bitly.com/2SmjRMg)

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