



The Social Media Toolkit

Promoting the first School Meals Coalition Global Summit

Paris, France 18 - 19 October 2023

The Theme of the first School Meals Coalition Global Summit is: **Investing in Future Generations: Human Capital, Sustainable Food Systems and Climate Change Action Through School Meals.** The Summit showcases member countries’ new commitments and to welcome new members of the Coalition. The Coalition will demonstrate its strong mobilising role in the last two years to ensure that every child, by 2030 can receive a nutritious meal in school every day.

This Summit presents an opportunity for all members and partners to join the school meals global conversation in Paris in influencing more commitment and support to scale up school meal programmes everywhere.

The Coalition has developed this social media toolkit to support your communication efforts before the Summit. You can use your own social media platforms to connect your messages with different target audiences.

Below you will find messages packaged for the Twitter (X) social media platform. Please feel free to adjust, expand and adapt for relevance to your context and other social media channels such as Facebook and LinkedIn.

The Summit will be livestreamed on the School Meals Coalition Microsite: <https://shorturl.at/AEX38> It’s highlighted in all the proposed messages.

Suggested Hashtags to be used:

- #GlobalSchoolMealsSummit
- #FoodSystems
- #SchoolMeals
- #SDGs
- #GlobalGoals



Suggested Handles:

- @SchoolMeals_
- @FoodSystems
- @Your Governments Handle
- @Your Organizations Handle
- @Your Country
- @Finland
- @France


Social Media Messages

| Time | Proposed Content |
|---|---|
| Pre-event Messages 10 – 17 October | <p>1. World leaders meeting in #Paris to show the power of #SchoolMeal 🗣️ programs. @SchoolMeals_ will position programs as a single investment that empowers children 👧, transform #FoodSystems & makes communities better 🏡 #GlobalSchoolMealsSummit #SDGs Join us 📍 https://shorturl.at/AEX38</p> <p>2. At #GlobalSchoolMealsSummit #France govts are delivering good news for a change! #SchoolMeal programs 🗣️ are bringing solutions to fix child malnutrition ✅ girls stay in school ✅ climate change ✅ creating jobs ✅ & fostering equality ✅ Join us 📍 https://shorturl.at/AEX3</p> <p>3. 🗣️ #FranceFR is hosting #GlobalSchoolMealsSummit 🗣️ @SchoolMeals_ Coalition will spotlight how school meals 🍲 in many countries are a safety net 🏠 offering a strong lever to nourish children, create jobs, grow economies & empower local farmers 🏡 Join us 📍 https://shorturl.at/AEX38</p> <p>4. 🗣️ Act now to secure the future of children in your community! Learn why in multiple crises, countries are making progress. #SchoolMeals 🗣️ are offering vulnerable children hope 🌱 to realise their potential as healthy & productive members of society.</p> |



Join us  <https://shorturl.at/AEX38>

5. Do you know that in tough economic times, **#SchoolMeals**  can solve many problems: empower next generations & grow rural economies? At **#GlobalSchoolMealsSummit #ParisFR** countries will be counting benefits from putting their monies  in **#SchoolMeals**.



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6. **@SchoolMeals_** Coalition we're advancing nutritious diets, showing a strong link between schools & local food production. At **#GlobalSchoolMealsSummit** we show the solidarity of Govts & partners to ensure a meal  for every child on each day by 2030.



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7. As all roads lead to **#ParisFR** for the **#GlobalSchoolMealsSummit**, donor countries & international financial institutions are needed to help Govts, especially low-income countries, close the financial gaps to scale up their **#SchoolMeal** programs  .



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8.  (name of organization) joins **@SchoolMeals_** Coalition at **#GlobalSchoolMealsSummit #ParisFR** to share our progress in supporting (name government/country) to improve **#SchoolMeal** programs  for every child to receive a nutritious meal everyday by 2030. Together we can!

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9. (Name of organisation), pleased to bring our best practices in **#France** on connecting schools to locally produced food & show how this is promoting provision of fresh nutritious meals   in schools & enhancing climate action in (name of country).

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10.  (# your country/organisation) on our way to **#GlobalSchoolMealsSummit** in **#ParisFR** to demonstrate our commitment in school meals program in (country). Together  we are shaping responsive programs that put children at the centre to empower future generations.

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