

CACFP Social Media Advocacy Toolkit

The Child and Adult Care Food Program (CACFP) plays a critical role in providing nutritious meals to children and adults in care settings across the country. This toolkit equips you with post-ready language and guidance to raise awareness, encourage participation and support advocacy efforts using social media.

Your voice makes a difference. Use this toolkit to amplify the message.

Key Hashtags

Include these in your posts to extend reach:

#CACFP

#FoodSecurity

#FoodProgramWorks

#CACFPCreditable

#ChildNutrition

Suggested Post Copy by Platform

Facebook (tag National CACFP Association)

1. What is CACFP?

Are you a child care provider looking to offer healthy meals and snacks? The CACFP can help. Learn how your program can benefit from partial reimbursement and nutrition education at www.cacfp.org #CACFP

2. Why It Matters

CACFP supports child care providers and ensures children receive the nutrition they need to grow and thrive. Learn more at www.cacfp.org #FoodSecurity

3. Provider Impact Story

Through the CACFP, our program [name] serves [x number] children each day with nutritious meals and snacks. Visit www.cacfp.org to learn how your program can participate. #ChildNutrition

Instagram (tag @nationalcacfp)

1. Looking for information on the Child and Adult Care Food Program? @nationalcacfp has resources to support providers, parents and communities. Learn more at www.cacfp.org #CACFP
2. Our program participates in CACFP so that children in our care receive meals that support their development and well-being. Learn more about how CACFP can work for you at www.cacfp.org #FoodProgramWorks
3. CACFP helps us provide daily nutritious meals to [x number] children in our care. Learn how this program strengthens communities at www.cacfp.org #CACFP

LinkedIn (tag National CACFP Association)

1. The Child and Adult Care Food Program strengthens child care programs and improves health outcomes nationwide. Learn more about how CACFP supports families and communities at www.cacfp.org #CACFP #FoodSecurity
2. CACFP is an essential resource for providers, enabling them to serve nutritious meals while receiving valuable support. Find resources at www.cacfp.org #CACFP #FoodProgramWorks
3. In [your state], [x number] children are served meals through CACFP. My program, [name], contributes to that number daily. Visit www.cacfp.org to see how you can join this effort. #CACFP #ChildNutrition

How to Add a Facebook Profile Frame Using Canva

1. Open a square template in Canva or any online photo editor.
2. Upload your profile photo and position it in the background layer.
3. Upload the CACFP profile frame and place it on top.
4. Adjust both layers as needed until aligned correctly.
5. Download your finished image.
6. Upload it to Facebook as your new profile photo.

Note: Facebook will crop your image into a circle, so be sure your content is centered within the frame.

Additional Engagement Ideas

- Share a quote or testimonial from a CACFP provider in your network
- Use Stories to show a day-in-the-life of a child care provider participating in CACFP
- Repost or tag @nationalcacfp content to amplify reach
- Share state-specific data on CACFP participation to highlight local impact
- Use national recognition weeks, such as CACFP Week, for increased awareness