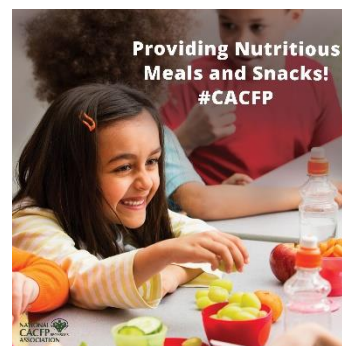


CACFP Social Media Advocacy Kit

Thank you for being a CACFP advocate! The CACFP is crucial to the nutrition security of our most vulnerable population and makes a significant impact on our communities. It is important that we continue to promote and raise awareness of the CACFP, to bring attention to families who could benefit from participation in a CACFP program and to child care providers who may be considering, or already administering, a food service program. Social media is a powerful tool for spreading information, so NCA has provided suggested images and text for posts on Facebook, Instagram, Twitter, and LinkedIn!



Facebook:

1. Looking for more information on the Child and Adult Care Food Program (CACFP)? Our friends at [National CACFP Sponsors Association](http://www.nationalcacfp.org) have tons of resources for CACFP sponsors and providers, parents, and community members at www.cacfp.org! #CACFP
2. Looking for more education and information on the CACFP? We've got you covered! Our friends at [National CACFP Sponsors Association](http://www.nationalcacfp.org) have tons of resources for CACFP sponsors and providers, parents, and community members at www.cacfp.org! #CACFP
3. Are you a child care provider? Have you heard of CACFP? With CACFP you can receive partial reimbursement for serving nutritious meals to the children in your care and help your community become more nutrition secure. Learn more at www.cacfp.org ! #CACFP
4. In [your state] [x number] children are served nutritious meals through CACFP. My program, [name of organization], is able to provide meals and snacks to [x number] of children each day. Join me in promoting nutrition security in our community! Learn more at www.cacfp.org! #CACFP

Instagram:

1. Looking for more information on the Child and Adult Care Food Program (CACFP)? Our friends at @nationalcacfp have tons of resources at www.cacfp.org! #CACFP
2. Looking for more education and information on the CACFP? We've got you covered! Our friends at @nationalcacfp have tons of resources at www.cacfp.org! #CACFP
3. Are you a child care provider? With CACFP you can receive partial reimbursement for serving nutritious meals to the children in your care. Learn more at www.cacfp.org! #CACFP
4. With partial reimbursement through the CACFP, my program, [name of organization], is able to provide meals and snacks to [x number] of children each day. Learn more at www.cacfp.org! #CACFP

Twitter:

1. CACFP is an indicator of quality childcare! Learn more about the CACFP at www.cacfp.org. #CACFP

2. 1.8 billion meals and snacks served to over 4.5 million children and adults through the CACFP! Learn more at www.cacfp.org. #CACFP
3. Promote nutrition security with CACFP! Learn more at www.cacfp.org. #CACFP
4. CACFP helps protect our most vulnerable population against food insecurity! Learn more at www.cacfp.org. #CACFP
5. I make an impact through the CACFP! Providing children with nutritious meals and snacks. Helping children develop positive eating habits. Promoting nutrition security.

LinkedIn:

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How to Use the Facebook Profile Frame:

1. Use a free photo editing resource, such as Canva. You can find many free options by searching for "Facebook Profile Picture Creator" in a search engine.
2. Make sure that you select a square template.
3. Upload the profile photo you want to use and send it to the back. You may need to adjust the size of your photo, which you can do by selecting it at the corner and dragging your mouse until it is the correct size.
4. Upload our [Facebook Profile Frame](#) and place it on top of your profile photo. Adjust the size of the frame as needed by selecting and dragging the corner.
5. Once you have the frame placed over your profile photo in a way that you like, download the image.
 - While it may look strange with the square image behind the Facebook frame, the part of your photo outside of the frame will be cropped out when uploaded to Facebook.
6. Add the image as your Facebook profile photo.