

## **Meals in Motion Social Media 2**

In today's digital age, we know that parents and teachers rely heavily on social media channels. If they don't get their district news from us, they'll get it from an unofficial account that might not be accurate or have the district's best interests at heart. In times of emergency we want the community – including the media – to come to us for the most up-to-the minute information.

At the beginning of the pandemic, we began an ambitious program to make sure that no Bethel children would go hungry. Our Meals in Motion program has offered absolutely free meals to all children in our community, both at on-site pickup locations or through a delivery system. The program has been a resounding success, and we wanted to focus our social media campaign on the heroic men and women who made it possible. We produced and posted a number of short videos showcasing the Child Nutrition and Transportation staff members who prepare, transport and hand out the meals. The posts were very successful in educating our families about where they can get meals, as well giving them a place to thank the men and women who gave them the food.

<https://www.facebook.com/BethelSD/posts/10158267360904892>

<https://www.facebook.com/BethelSD/posts/10157739130944892>

<https://www.facebook.com/BethelSD/posts/10157640713034892>