



Spread the Word

About Earth Day at Your School

Generation Z cares about environmental issues and is ready to make a difference. That's why we're excited to give them a chance in their own school community during Spring Into Action!

Generate student excitement around Earth Day with these social posts. Simply copy and paste to Facebook, Instagram and Twitter to share your cafeteria fun with parents, students and even other operators!

Copy and paste these ready-to-go captions

- Happy 50th Earth Day! Students are busy fueling up with breakfast while they enjoy fun games on their #EarthDay placemats. 🌍 #SpringIntoAction
- Where can students get protein besides meat? Menu items with yogurt, hard-boiled eggs and even cheese can provide the nutrition kids need to learn and grow! #MeatlessMonday #SpringIntoAction
- Today we're celebrating #MeatlessMonday to help our planet! Did you know eating one less hamburger a week for a year can save the equivalent of 348 vehicle miles worth of emissions? #SpringIntoAction
- Students, let's #SpringIntoAction! Today is #MeatlessMonday — find the vegetarian entrees by looking for this sticker on any menu or to-go item.

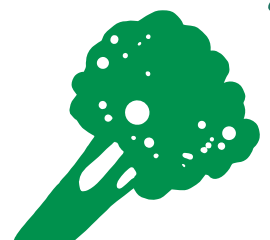




Image ideas

- Overhead shot of a yogurt bowl
- Students filling out an Earth Day placemat
- Boomerang of students grabbing #MeatlessMonday entrées
 - ***What's a boomerang?** Boomerang is a feature within Instagram Stories. Create short videos that play forwards and backwards on a loop.*

Don't forget!

Download **FREE** images and GIFs to share with your posts!

1. Visit the ***Spring Into Action*** landing page
generalmillscf.com/k12/spring-into-action
2. Click “**Download**” below each kit
3. In your “**Downloads**” folder, double click the file to unzip
4. Find the “**Social Media Images**” folder
5. Post images on Facebook, Instagram, etc. to promote ***Spring Into Action!***

Tag General Mills for your chance to be featured!



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