



## Georgia Tray of the Week Campaign 2022-2023

### What:

The Georgia Tray of the Week Campaign is to be a year-long school meal promotional activity which highlights the high-quality school meals served in Georgia. The campaign will be executed using the Georgia School Nutrition (State Agency) social media platforms.

### The Specifics:

Each Tuesday the State Agency will select and share, via social media, four to six photos depicting Georgia school meal trays **served in the previous school week**. The State Agency will be responsible for determining which submissions make the voting list.

Meal photos **must** meet the following criteria:

1. **Meet the USDA National School Breakfast or National School Lunch Meal Patterns, clearly showing all components (i.e., including Fruit, Vegetables, Grains, Meat/Meat Alternate and Fluid Milk as applicable)**
2. **Include a description of the meal menu items**
3. **Indicate the school where the meal was served and the date of service**
4. **Be attractively plated and photographed**
5. **Be a real meal that a student could select. (i.e., do not place things such as multiple entrees or all available milk choices on the tray)**
6. **Carry the hashtags #FuelingGA and #GATrayoftheWeek on social media or has been submitted by email to [FuelingGA@gadoe.org](mailto:FuelingGA@gadoe.org)**

Social media followers will be asked to select their favorite photo from the selected trays. The official vote count will come from Facebook. Twitter and Instagram users will be given a link to our Facebook page to vote. The image having the most engagement ("likes" or "loves" on Facebook) by Friday at 8:00am will be designated the Georgia Tray of the Week. Comments or other reactions will not be counted as official "votes."

## Why:

The Campaign is part of our State Agency strategy to promote uniform quality standards in Georgia school meals with representation from a wide footprint of school districts. It also intends to provide a space where all School Nutrition Programs, regardless of size, location, or presence on social media, can find an outlet to celebrate the work of your School Nutrition Professionals. We also expect the campaign to provide replicable menus and menu presentation examples from local sources, from which other School Nutrition Programs may draw inspiration.

## Who:

All Georgia School Nutrition Programs can participate.

## Where:

The Campaign will be executed exclusively via social media; however, School Nutrition Programs may also submit entries by email to [FuelingGA@gadoe.org](mailto:FuelingGA@gadoe.org) You can submit on Facebook, Instagram, or Twitter.

Facebook: Georgia School Nutrition Program

Twitter: @GaDOENutrition

Instagram: @gadoe\_snp

## How can you participate?

- **Start date for submissions SY2022-2023: Week of August 22, 2022 (Voting Week of August 29, 2022)**
- Add the hashtags #FuelingGA and #GATrayoftheWeek to the school meal post/photos being submitted to the campaign. Be sure to include the meal description and school where the meal was served in the caption.
- Be mindful of the entry and selection criteria.
- Have fun capturing and sharing your school meals!