



## Share Our Strength's Dine Out For No Kid Hungry™: Spreading the Word with Digital and Social Media

Here are some tips for sharing your Dine Out For No Kid Hungry experience with friends, fans, followers—pretty much everyone! The more you share, the more people will follow your example by dining out for No Kid Hungry and the more kids we can connect to the food they need.

### Photos

Photos are the best way to spread the word about the fun you're having dining out for No Kid Hungry, and phones and social media networks make it so easy to share them. Use them to let others know that your dining out for No Kid Hungry, where, how and why. You can share them with us through social media in ways we suggest below—we'll be building a photo mosaic with them all week long!

Take photos that capture the whole Dine Out For No Kid Hungry experience, from the time you arrive at your chosen restaurant to the time you leave one of our 'thank you' notes with the server or manager.

Incorporate any of the following things into the photos, so people know you're doing it all to support No Kid Hungry:


- Any of the restaurant's promotional materials, for example, a poster, menu insert or table card, a coupon or donation card so we know where you're dining out.
- You or your friends in front of the restaurant, reading the menu or promotional materials, placing or getting your order for the restaurant's No Kid Hungry promotional item, thanking your server or the restaurant's manager with one of our downloadable thank-you notes, and, of course, having a good time.
- Photo montage representing all the places you've dined out for No Kid Hungry
- You with a hand-made sign saying "I'm dining out for No Kid Hungry this week. R U?", "Thank you, No Kid Hungry Restaurants!" or "I dined out for No Kid Hungry X times this week," or some other creative communication.



### Email

- Take photos on your phone and email them to all your friends and family with a subject line, "I'm dining out for No Kid Hungry. Are you?"
- Tell them where you're dining, what the restaurant's promotion is, and that you want them to do the same.

## Facebook

- ❑ **The easiest way to activate on Facebook:** Hit the “share” button on status updates about Dine Out For No Kid Hungry found at [Facebook.com/NoKidHungry](https://www.facebook.com/NoKidHungry).
- ❑ Be sure to “like” No Kid Hungry at [Facebook.com/NoKidHungry](https://www.facebook.com/NoKidHungry) 
- ❑ If you have already “liked” No Kid Hungry (see above) you can tag the page in your status updates by putting the “@” symbol in front of our name.
- ❑ Be sure to include status updates every time you Dine Out For No Kid Hungry. Remind your fans that you are a part of this event and encourage them to dine with you and to check out [www.DineOutforNoKidHungry.org](http://www.DineOutforNoKidHungry.org) for more information.

## Twitter

- ❑ **The easiest way to activate on Twitter:** Retweet messages about Dine Out For No Kid Hungry from <http://twitter.com/nokidhungry>.
- ❑ Follow Dine Out for No Kid Hungry (@Dine\_Out) on Twitter at [http://twitter.com/dine\\_out](http://twitter.com/dine_out).
- ❑ Follow Share Our Strength (@nokidhungry) on Twitter at <http://twitter.com/nokidhungry>.
- ❑ To mention Dine Out For No Kid Hungry or No Kid Hungry in a tweet, include @Dine\_Out or @nokidhungry (include the @symbol).
- ❑ Use the hashtag #NoKidHungry whenever possible. For example: So excited to be part of the 2012 @Dine\_Out for #NoKidHungry!
- ❑ On September 17, participate in the Dine Out For No Kid Hungry tweAT OUT, a one-day social media blitz designed to get lots of people dining out that week in participating restaurants.

## Sample Tweets and Facebook Posts:

### Example messages for Twitter:

- ❑ @Dine\_Out this week and support ending childhood #hunger. Find a #restaurant near you <http://ow.ly/d1nTO> #NoKidHungry
- ❑ Ditch the dishes! @Dine\_Out and help end childhood #hunger in #America. #NoKidHungry <http://ow.ly/d1nTO>

### Example messages for Facebook:

- ❑ Dine out this week and support ending childhood hunger and @No Kid Hungry. Find a restaurant near you <http://ow.ly/d1nTO>
- ❑ Ditch the dishes! Dine Out For @No Kid Hungry and help end childhood hunger in America. <http://ow.ly/d1nTO>



## YouTube and Utilizing Video

Here are four ideas for videos you could create to share your Dine Out For No Kid Hungry experience and get more people dining out:

- ❑ A video that tells your friends and followers that you are supporting Dine Out For No Kid Hungry September 16-22 by dining out at restaurants you found at [DineOutForNoKidHungry.org](http://DineOutForNoKidHungry.org), and asks everyone to join you by doing the same or by taking the No Kid Hungry pledge at <http://nokidhungry.org>.
- ❑ A video that features you and your friends entering a restaurant specifically for Dine Out For No Kid Hungry, showing off the materials the restaurant is using to promote Dine Out For No Kid Hungry, talking about the cause and placing your order for the restaurant's No Kid Hungry promotional item, giving one of our downloadable thank-you notes to your server or the restaurant manager, and, of course, having a good time.
- ❑ A video at the end of the week that tells viewers all the places you dined out for No Kid Hungry, how much fun you had, and approximately how much you contributed to No Kid Hungry by dining out at participating restaurants all week.
- ❑ A video thanking all the restaurants you dined out at for No Kid Hungry for supporting the cause and giving you an opportunity to help end childhood hunger in America just by doing something you enjoy: dining out.



## Instagram

Instagram is a fun & quirky way to share your life with friends through a series of pictures. Once you take a picture, you can add a digital filter making it timeless and unique. Here are some tips on how to use Instagram effectively:

- ❑ Snap a cool picture. Try to incorporate a No Kid Hungry sign, coupon, menu insert or other No Kid Hungry piece from the restaurant where you're dining out.
- ❑ Add a fun/unique digital filter to your photo.
- ❑ Share the photo on your Twitter and Facebook accounts.
- ❑ Add the hashtag #NoKidHungry to the description of your photos



## Pinterest

Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections and/or 'like' photos. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting" via a global platform of inspiration and idea sharing. Share your Dine Out For No Kid Hungry experience and encourage your friends to do the same! You can also repin No Kid Hungry's pins from [Pinerest.com/NoKidHungry](http://Pinerest.com/NoKidHungry).



## Location Based Social Networks

Don't overlook these leading networks for special specials, deals and promotions, and activities: Foursquare, Facebook Places, Yelp, and Gowalla. "Check in" to a location using your smartphones and then broadcast your location to your friends.

The ideas below outline how you can take advantage of these location based social networks to help drive awareness of your Dine Out For No Kid Hungry promotion.