PROSTART
SOCIAL MEDIA 101

PROMOTING PROSTART ON SOCIAL MEDIA IS IMPORTANT BECAUSE IT:

- Amplifies the value of ProStart to alumni, parents, donors, sponsors, and other valuable partners
- Contributes to brand awareness and recognition - Increases exposure for schools, students, educators, and the program
- Shows potential students, educators, and mentors what ProStart is all about
- Can generate leads from corporate donors, community partners, and potential mentors
- Allows for knowledge sharing and highlights best practices

FOLLOW & TAG STATE AND NATIONAL ACCOUNTS

PA ProStart
Facebook: /PAProStart
Instagram: @paprostart
Twitter: @PAProStart

PRLA
Facebook: /prlaorg
Instagram: @prlaorg
Twitter: @prlaorg
Linkedin: Pennsylvania Restaurant & Lodging Association

National ProStart
Facebook: /ProStartProgram
Instagram: @prostartprogram
Twitter: @ProStart

NRAEF
Facebook: /NRAEFoundation
Instagram: @NRAEFoundation
Twitter: @NRAEF
Linkedin: /NRAEF

HOW TO USE #HASHTAGS

- If used correctly, hashtags allow you to reach more people in relevant audiences, and increase engagement by connecting you with events & accounts with shared interests.
- We recommend using a combination of specific & broad hashtags that pertain to your post.
- Stick with 1-2 hashtags on Twitter, 8-15 on Instagram, and 1-2 on Facebook.

SPECIFIC:

#MadelnProStart
#ProStart
#PAProStart
#PAPSI20 (event hashtag)
#GlenviewHighSchool
#ChickenPiccata

BROAD:

#ChefsInTraining
#ChefLife
#CulinaryArts
#StudentChef
#FoodFriday

PA PROSTART IS HERE TO HELP YOU SUCCEED

Contact PA ProStart Coordinator Hope Sterner (hsterner@prla.org) or Communications Specialist Kendra Hepler (khepler@prla.org) if you need assistance. You can always send us photos of what your class is up to so we can highlight the awesome work you’re doing for you.

@PAProStart
www.prla.org/prostart
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SOCIAL MEDIA TIPS

- **Formula for a strong post:**
  1. Bright, clear, eye-catching photo(s)
  2. A concise caption with description or call-to-action
  3. Relevant hashtags (on Instagram & Twitter)

- **Determine where you will share your classroom content:**
  Who will post to Instagram, Twitter, or Facebook?
  - Instructor-run
  - Student-run (could make for a great marketing lesson/project)
  - School-run (If you aren’t able to set up an account for your individual ProStart classroom, share photos and stories with your Administration/Office to share on the school’s official account.)

- **Content ideas:**
  - Share photos of completed student dishes/creations
  - Tell about unique lessons (cookie lab, “Chopped” competition, guest speakers)
  - Share photos/videos of catering events or field trips
  - Share a video of competition prep/performance

- **Form a content plan and be consistent**
  - Determine how frequently you will post, and stick to it
  - Use free scheduling tools such as: Hootsuite, Buffer, or Later
  (These tools allow you to schedule posts ahead of time to ensure you are regularly posting content)

- **Reshare @PAProStart and @ProStartProgram content!**
  - Retweet ProStart’s Tweets
  - Share Facebook articles, videos, & any other relevant content
  - Add ProStart’s Instagram posts to your Instagram story (click share arrow > “Add Post to Story”)

- **Use official ProStart hashtags:**
  - Use #MadeInProStart for any photos of food, students, events, etc.
  - Use official event hashtags, such as #PAPS120 for the 2020 PA ProStart Invitational or #NPS12020 for the 2020 National ProStart Invitational
  - Always tag @PAProStart or #PAProStart so we can see and share your content easily!

- **Follow school guidelines on social media & photo use**