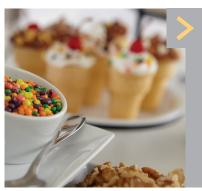


Entice students with your words.



Quick tips-



- asking engaging questions
 giving a behind-the-scenes look
 at the action stations
- including appetizing food pictures

It's best to post once per day, but no more than five times per week



Tweet fun facts, offers and menu teasers during high traffic hours

Tweet about twice per day

Create buzz about customizable action stations made just for them. Entice students to eat on campus by offering customized dessert stations.

Dessert Bar

Facilitate college students' natural creativity by encouraging them to build the best desserts. Host competitions, post photos of decadent desserts and build buzz around each theme.

What to post—

- Host a dessert competition where students or student organizations go head-to-head and promote the event on social media sites. Post photos following the event
- Keep the theme of stations a secret and direct students to follow you on Twitter at a certain time to find out the theme, time and location
- Share a behind-the-scenes Facebook album of all the potential ingredients
- Live-tweet station activity in the style of a sports commentator



John just added Nerds® Candy to his upside-down pineapple cake creation and the dining hall went wild.

 Connect to the do-it-yourself and snack hack trend with the commonly used hashtags (#DIY and #snackhack)



Have a sweet tooth? Try Butterfinger®, Crunch® or Nerds® candy pieces on top of your frozen yogurt. Only at your dessert bar tonight in the dining hall. #snackhack [Insert photo]