

Wake students up to delicious possibilities.



> Quick tips—



Interact with your fans by:

- 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 breakfast stations.

> Breakfast Bar

Get students even more excited about a meal they love. Cite healthful facts for those concerned about “the freshman 15,” educate students on breakfast varieties like the frittata and connect to food holidays or other relevant trends.

What to post—

- Offer healthy options and convenient carryout during finals week
- Share healthy preparation to prevent “the freshman 15”
- Ask questions and reply to good answers with discount offers or snack-attack ideas
- Promote a late-night breakfast bar for finals week
- Publish fun facts about a dish or nutritional facts about specific ingredients



Did you know #kale is a #superfood? Add it to your customizable #breakfastwraps for lots of vitamin A, C & K

- Share a behind-the-scenes Facebook album of all the potential ingredients
- Connect to the do-it-yourself and snack hack trend with commonly used hashtags (#DIY and #snackhack)



*Saturday's breakfast menu is #DIY country grits. Customize your own grits with cheddar, tomato, roasted garlic aioli and much more.
[Insert picture(s) of the station ingredients]*

- Share flavor combination tips from the head chef—use the breakfast recipe calendar as a resource