Website Guidelines for Food & Nutrition Services

Would you like to bolster the Food & Nutrition Service (FNS) Department section of your district website but aren’t sure where to start? Use this tool as a guide for enhancing your department’s content on the district website!

Strong Websites Win
Technology is moving at lightning speed, and while there are an increasing number of tools to promote your school meal program, websites remain a staple ingredient.

1. Websites are where parents and families seek information
2. Websites provide an opportunity to highlight and market the meal program
3. Websites are a “live” communication platform already utilized in schools
4. Websites may encourage participation if updated regularly with the latest & greatest

Website Access
To ensure that parents and the greater community have easy access to menus and general school meal information, the following is recommended:

- A dedicated Food & Nutrition Services page/tab on the District Website
- Easily accessible links from individual school websites to the Food & Nutrition Services main page

Types of Information
Website pages provide a quick snapshot of your program. For successful promotion, be sure to include the following types of information:

1. **About Us.** This brief section should be only 1-2 paragraphs in length. Remember to communicate what your department is doing and why you believe it’s important. This is also the place to share your program or department’s mission & vision, which may include a logo or other branding to help your customers connect with your identity.
   

   Branding Examples: Eagle Vail and Canon City Schools

   ![Fresh Approach](image1.png)

   ![Nutritional Services](image2.png)

2. **Photos and videos.** You’ve heard it before: pictures speak a thousand words. Leverage the power of 3-5 select photos (or even a video) for visual communication. Work with your District Communications team or a photography student to capture the essence of your Department in color (i.e. vibrant photos of a salad bar, your team in action handling fresh ingredients, or of a local producer’s farm). Use photos to not only update your website, but also to create a photo bank for social media posts via Facebook, Instagram, or other social media platforms.

   **Tip:** Make sure you have media release forms for photos of students, avoid dim or harsh lighting, and don’t forget to take photos of fresh and healthy menu offerings.
3. **Menus.** Simple, easy-to-read and appealing menus are essential to keep students coming back for more. Do the menus highlight items that are fresh, made from scratch, baked in your facilities, or procured from local sources? Remember that menus need to not only appeal to students, but also to parents.

Find two menu samples here:
- [Ignacio Schools](#)
- [Minneapolis Schools](#)

Need a New Menu Template? Find one here:
[https://livewellcolorado.org/healthy-schools/school-food-initiative/online-resources/](https://livewellcolorado.org/healthy-schools/school-food-initiative/online-resources/)

**Other Content Options**
- Staff Bios and photos
- Meal prices and online payment options
- Free & Reduced Meal Information and online applications
- Policy regarding past due accounts (see Eagle Vail example)
- Nutritional information
- Non-discrimination statement
- Partners names (or partner logos)
- School Wellness Policy
- School Wellness information for families, students or staff
- Smart Snack Calculator
- Links to social media platforms
- Breakfast and Summer Meal Program information
- Contact information

**Sample Websites**
- Boulder Valley School District: [http://food.bvsd.org/Pages/default.aspx](http://food.bvsd.org/Pages/default.aspx)
- Minneapolis Public Schools: [http://nutritionservices.mpls.k12.mn.us](http://nutritionservices.mpls.k12.mn.us)

**Ask for Help**
Here are a few individuals who may be able to assist:
- District Communications Team
- School Principals (and other administrators)
- IT/Tech Department
- College interns
- Kitchen team members
- Student/parent volunteers
- Wellness coordinator and/or team members

To discover more free tools available to promote your program please visit: [https://livewellcolorado.org/healthy-schools/school-food-initiative/](https://livewellcolorado.org/healthy-schools/school-food-initiative/)