

Memes for Breakfast!

Use memes as a hook to lift up the importance of breakfast, build good will, and ownership from schools and students.

While social media is a platform for communication, memes are a way of expressing a culturally-relevant idea. A meme is an image or video that represents the thoughts and feelings of a specific audience. Most memes are captioned photos intended to elicit humor.

Use memes to:

- Share the importance of breakfast in a fun and memorable format
- Humanize your message through a demonstration of personality
- Obtain higher engagement for breakfast work: memes elicit better reactions from audiences because they're tailored for social media. People naturally share memes as part of their online experience, so it is a great way to improve engagement!

Make your own!

Want to create your own but don't know where to start? Please see the next page for examples!



CHECKLIST

Choose your channels:

- Blog post
- Newsletter
- Op-ed
- Social Media

Consider sharing with:

- Students
- Schools

Meme Examples

