

Social Media Graphics, Sample Captions, & Suggested Timing

HOW TO USE THIS RESOURCE: This document includes graphics and captions partners can use, as well as a suggested timeline, to share important Ohio Summer EBT messages with families. These social media assets are meant to support schools, community organizations, and other local partners to help them spread the word about Summer EBT and prompt families to take any necessary action in order to receive benefits.

Canva Graphics:

- **English Version:** [Here!](#)
- **Spanish Version:** [Here!](#)

See the “[How to Use Canva](#)” section of this document for tips for downloading the graphics.

Key Messages included in this resource:

- [Anytime / Main Message](#)
- [Timed Messages:](#)
 - [Spring](#)
 - [End of School](#)
 - [Over the Summer](#)
 - [Back to School](#)
- [Other / Secondary Messages](#)
 - [Summer Meals & Summer EBT Cross Promotion](#)
 - [Summer EBT Application Promotion](#)

Anytime / Main Message		
When to use: Share this message any time. It’s designed to be shared by schools and other community partners to raise peer-to-peer awareness of the Summer EBT Program and promote how families can learn more about the program. This message may be particularly helpful for partners that are going to do one post about the program.		
	English Caption: Yup... It’s back! Summer EBT/SUN Bucks provides \$120 in extra grocery benefits to	Spanish Caption: ¡Sí... ha vuelto! Summer EBT/SUN Bucks ofrece \$120 extra en beneficios para la



families in our community. Many eligible children are automatically enrolled in **Summer EBT** through other programs they already participate in.

🍏 But, some eligible families will need to apply. Help spread the word to let families know that it's easy to see if you're eligible and apply at sebt.ohio.gov.

compra de alimentos a las familias de nuestra comunidad. Muchos niños elegibles son inscritos automáticamente en **Summer EBT** a través de otros programas en los que ya participan.

🍏 Pero algunas familias elegibles deben aplicar. Ayude a informar a las familias que es fácil comprobar si son elegibles y aplicar en sebt.ohio.gov.

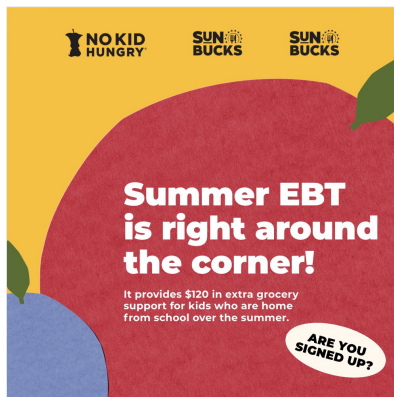
Timed Messages

When to use: The following messages leverage specific moments in the school calendar, to draw attention to actions that may be required of families eligible for or enrolled in the program. These messages can be used by anyone (schools, community organizations, etc.), but will be particularly useful for those that are able to consistently promote Summer EBT throughout the year.

Spring Message

Timing: Share after spring break.

Objectives: Spread awareness about Summer EBT to families and prompt necessary actions eligible families should take, such as: checking if they are eligible, if they will be automatically enrolled or if they will need to apply, and how to update their address, if needed.



English Caption:

Summer EBT/SUN Bucks provides \$120 of extra grocery benefits to children (like yours!) over the summer, when kids aren't getting the meals they usually eat at school.

It's designed to help families who could use support buying food.

🍏 Most eligible children are automatically enrolled, but some will need to apply. It's easy to see if you're eligible and apply at sebt.ohio.gov.

🍏 If you've moved, don't forget to update your address by contacting **866-244-0071 (Option 1)**.

Spanish Caption:

Summer EBT/SUN Bucks ofrece \$120 extra en beneficios para comprar alimentos a niños (¡como los tuyos!) durante el verano, cuando no reciben las comidas que suelen comer en la escuela.

Está diseñado para ayudar a las familias que necesitan apoyo para comprar alimentos.

🍏 La mayoría de los niños elegibles son inscritos automáticamente, pero algunos deben aplicar. Es fácil comprobar si eres elegible y aplicar en sebt.ohio.gov.


🍏 Si te has mudado, no olvides actualizar tu dirección

		<p>llamando al 866-244-0071 (opción 1), al ser atendidos por un representante, solicita asistencia en español.</p>
--	--	---

End of School Message

Timing: *The last month of school.*

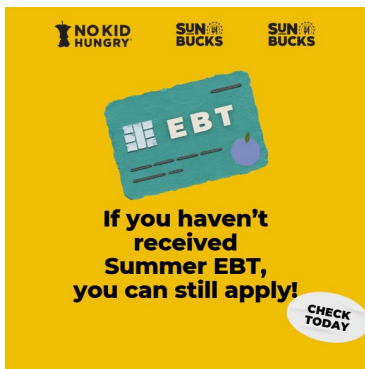
Objectives: *Remind families about Summer EBT and how to access benefits. This message focuses on informing families that they may automatically receive benefits and how they should expect to receive benefits, as well as prompting families who don't expect to be automatically enrolled to check if they are eligible and how to apply.*

	<p>English Caption:</p> <p>Summer EBT/SUN Bucks provides \$120 in extra grocery benefits to families (like yours!) in our community. If you already have a Summer EBT card or your family participates in SNAP or Ohio Works First (TANF), then benefits will be added to your existing EBT card. Other students who are new to Ohio Summer EBT will receive a card in the mail.</p> <p>📞 If you haven't automatically received Summer EBT, you can still apply. Apply at sebt.ohio.gov/apply.</p>	<p>Spanish Caption:</p> <p>Summer EBT, o SUN Bucks, ofrece \$120 extra en beneficios para la compra de alimentos a familias (¡como la tuya!) de nuestra comunidad. Si ya tienes una tarjeta Summer EBT o tu familia participa en SNAP u Ohio Works First (TANF), recibirás los beneficios en tu tarjeta EBT actual. Para familias que reciben Summer EBT por primera vez, recibirán una tarjeta por correo.</p> <p>📞 Si no has recibido automáticamente Summer EBT, todavía hay tiempo. Aplica en sebt.ohio.gov/apply.</p>
--	---	--

Over the Summer Message

Timing: Any time over the summer. Remember, you can schedule posts!

Objectives: Remind families of how to access and use their benefits. This message may also reach families who thought they'd receive benefits but didn't and prompt them to seek out more information and/or apply, if needed.



English Caption:

Benefits are issued as a one-time payment of \$120 per eligible child, and most benefits will arrive between May and July.

If you don't receive benefits but were expecting them or think you may be eligible, it's not too late! Visit sebt.ohio.gov to see if you're automatically enrolled or if you apply!

You can also contact the hotline at 866-244-0071, Option 1, for more information.

It never hurts to apply or ask!

Spanish Caption:

Los beneficios se emiten como un pago único de \$120 por cada hijo elegible, y la mayoría de los beneficios llegarán entre mayo y julio.

Si no recibes beneficios, pero los esperabas o crees que tu hijo podría ser elegible, ¡aún no es tarde! ¡Visita sebt.ohio.gov para ver si estás inscrito automáticamente y aplicar!

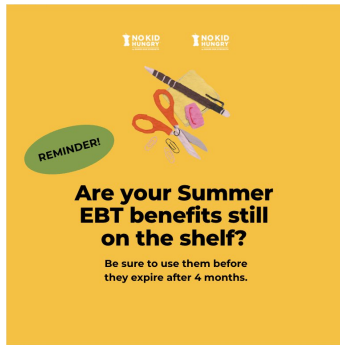
También puedes comunicarte con la línea de ayuda al 866-244-0071, opción 1, para más información. Al ser atendidos por un representante, solicita asistencia en español.

¡Nunca está de más solicitar o preguntar!

Back to School Message

Timing: When students return to school.

Objectives: Inform and remind families that Summer EBT benefits will expire and that they should use them as soon as possible.



English Caption:

If you received **Summer EBT** support this year, be sure to use it before the benefits expire.

Benefits expire about 4 months after they are issued, so why not pick up some healthy groceries while you're doing your back-to-school shopping?

Spanish Caption:

Si recibiste apoyo de **Summer EBT** este año es porque tus hijos son elegibles. Asegúrate de usarlo antes de que caduquen los beneficios.

Los beneficios caducan unos 4 meses después de emitirse, así que ¿por qué no aprovechar y comprar alimentos saludables mientras haces las compras de regreso a clases?

Other / Secondary Messages

When to use: The following messages may be useful for specific partners supporting Summer EBT outreach.

Summer Meals & Summer EBT Cross Promotion Message

Timing: Any time over the summer. Remember, you can schedule posts! This is a great message for Summer Meal Sites to push out to families.

Objectives: Encourage families to take advantage of all the nutritional support available to children during the summer months. Also, this message clarifies to families that they are allowed to receive both kinds of benefits, not one or the other.



English Caption:

Summer EBT and **Summer Meals** work together to help support families in our community get the healthy food that kids normally get at school.

🍎 Remember to use your \$120 Summer EBT for grocery support. If you didn't receive **Summer EBT**, you can quickly check your eligibility and apply at sebt.ohio.gov/apply.

🍎 **Summer Meals** are provided at [\[insert location\]](#). Join us!

Spanish Caption:

Summer EBT y las **comidas de verano** trabajan juntos para ayudar a las familias de nuestra comunidad a obtener la comida saludable que normalmente reciben los niños en la escuela.

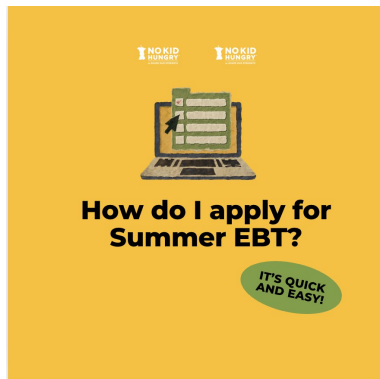
🍎 Recuerda usar tu Summer EBT de \$120 para ayudar en la compra de alimentos. Si no recibiste **Summer EBT**, puedes comprobar rápidamente la elegibilidad de tu hijo y aplicar en sebt.ohio.gov/apply.

🍎 Las **comidas de verano** se proporcionan en [\[insert location\]](#). ¡Únete a nosotros!

Summer EBT Application Promotion Message

Timing: End of summer, 3-4 weeks prior to the Summer EBT application deadline.

Objectives: Inform families that never received benefits that it is not too late to apply. Some families' eligibility status may change over the summer and will need to apply in order to access benefits for their child.



English Caption:

Families can apply for Summer EBT at sebt.ohio.gov/apply. Contact the Ohio Department of Education and Workforce by phone, 866-244-0071 (Option 1), or email, support@ohiosunbucks.org, or go to bit.ly/48MkdT7 for help with paper applications.

Remember, Summer EBT is for families who could use the extra support with groceries over the summer.

If that's you, it's easy to see if your children are eligible and apply at sebt.ohio.gov/apply.

Spanish Caption:

Las familias pueden aplicar para Summer EBT en sebt.ohio.gov/apply. Comunícate con el Departamento de Educación y Fuerza Laboral de Ohio llamando al 866-244-0071 (opción 1), solicita asistencia en español cuando seas atendido por un representante, o enviando un correo electrónico a support@ohiosunbucks.org o **visitando** bit.ly/48MkdT7 para obtener ayuda con aplicaciones en papel.

Recuerda, Summer EBT es para familias que podrían necesitar un apoyo adicional para la compra de alimentos durante el verano.

Si esto es para ti, es fácil ver si tus hijos son elegibles y aplicar en sebt.ohio.gov/apply.

How to Use Canva

We worked with families and partners across the country to create a messaging campaign to help spread the word about Summer EBT. Since every state and school district is a little different, we used Canva, a free online tool, to create graphic templates so you can help spread the word in your community.

Here's how to use Canva:

1. Create a copy of the resource that you're going to use.
2. In the upper right-hand side of the Canva screen, select the button "Share."
3. Download the file as a PNG or JPG.
4. Post!