



Hannaford Helps Schools Social Media Posts (also to be used in the school tool kit as well as the school emails)

PROGRAM DATE: Sept. 8 – Nov. 28

LIVE DATE: First post: Tuesday, Sept. 8

END DATE: Last post: Monday, Nov. 23

Week 1: Sept. 8: HOW THE PROGRAM WORKS

Facebook: HELP SCHOOLS HELP KIDS with Hannaford Helps Schools. For every 4 participating items you buy, you'll earn \$3 for your school. This year we've got more items than ever on the list! <http://bit.ly/1fkIVwf>



Twitter: Hannaford Helps Schools is back! Look for shelf tags in-store - every 4 participating items you buy earns \$3 for your school! <http://bit.ly/1fkIVwf>

Week 2: Sept. 16: Breakfast in a Hurry

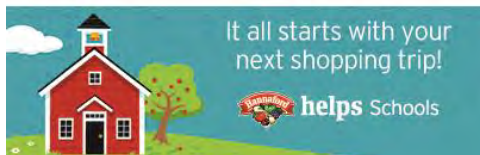
Facebook: In a scramble to get breakfast on the table while the kids are getting ready for school? Check out these easy breakfast items & earn free \$\$ for your school at the same time! Read more about Hannaford Helps Schools here: <http://bit.ly/1fkIVwf>



Twitter: Buy easy breakfast items & earn \$ for your school through Hannaford Helps Schools! Check the full list here: <http://bit.ly/1fkIVwf>

Week 3: Sept. 23: Fill your freezer & earn \$ for your school!

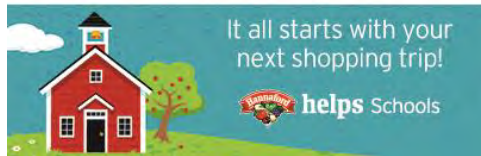
Facebook: Fill your freezer with foods that can be made in a snap & earn \$ for your school! Buy participating 4 Hannaford Helps Schools items & get \$3 for your school. <http://bit.ly/1fkIVwf>



Twitter: Fill your freezer & earn \$ for your school! Check out the list of qualifying frozen foods here! <http://bit.ly/1fkIVwf>

Week 4: Sept. 28: Breakfast & Coffee

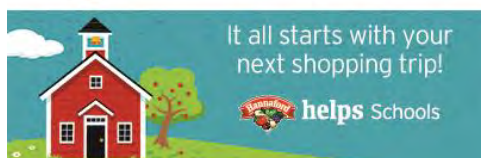
Facebook: Mom & Dad: Need a coffee to get your day started? @Starbucks coffee bags and K-cups are part of the Hannaford Helps Schools program – so you can have your coffee & earn \$ for your school at the same time! Check out all the other participating breakfast items here: <http://bit.ly/1fkIVwf>



Twitter: Mom & Dad: Need a coffee to get your day started? @Starbucks coffee bags and K-cups are part of Hannaford Helps Schools! <http://bit.ly/1fkIVwf>

Week 5: Oct. 6: Baby in your household?

Facebook: Got a baby in the family? Earn money for your kids in school by purchasing 4 or more participating baby products, including items from @Huggies, @Tom's of Maine, and @Seventh Generation! <http://bit.ly/1fkIVwf>



Twitter: Got a baby in the fam? Earn \$ for your local school by buying baby products from @Tom's of Maine, @Huggies & @Seventh Generation!

Week 6: Oct. 13: Dinners by Hannaford Helps Schools

Facebook: Your family dinners can help support your school. Buy 4 or more participating Hannaford Helps Schools items & earn \$ that goes directly to the local school of your choice. Choose from @Cascadian Farms Frozen Veggies, @Bell's stuffing mix, Hannaford meat pies and

pastas, @Alexia's frozen potatoes, among others. See the full list of items here:
<http://bit.ly/1fkIVwf>



Twitter: Family dinner is a good thing. Buy participating dinner items & earn \$ for your school.
<http://bit.ly/1fkIVwf>

Week 7: Oct. 19: P&G Supports Hannaford Helps Schools

Facebook: We're proud that @P&G is supporting the Hannaford Helps Schools program. Stock up on these great participating products & earn \$ for your school. Click here for a list of all participating Hannaford Helps Schools products: <http://bit.ly/1fkIVwf>



Twitter: Stock up on participating @P&G products & give to your school at the same time!
<http://bit.ly/1fkIVwf>

Week 9: Oct. 27: Hannaford Helps Schools products help keeps your house clean!

Facebook: Hannaford's got everything you need to clean your house & keep it tidy. Stock up on these participating Hannaford Helps Schools products & earn money for your school. See full list of participating products here: <http://bit.ly/1fkIVwf>



Twitter: We've got all the house cleaning supplies you need! Stock up & earn \$ for your school. See full list of participating products here: <http://bit.ly/1fkIVwf>

Week 10: Nov. 11: Jolly Time

Facebook: Bake up a batch of Chocolate Chip Kettle Corn cookies for a delicious after-school snack from our friends @Jolly Time Popcorn & earn \$\$ for your school! Click here for the recipe: <http://www.jollytime.com/recipe/kettle-corn-chocolate-chip-cookies>



Twitter: Check out this recipe from our friends at @Jolly Time Popcorn & earn \$ for your school by using participating ingredients! <http://www.jollytime.com/recipe/kettle-corn-chocolate-chip-cookies>

Week 11: Nov. 8: Leading a Natural Lifestyle?

Facebook: Leading a natural lifestyle? Hannaford's got the products you want and then some. for every 4 or more participating natural products you buy, you'll earn \$3 for your school! See full Hannaford Helps Schools product list here: <http://bit.ly/1fkIVwf>



Twitter: Leading a natural lifestyle? Hannaford's got the products you want. Pick up these participating products & earn \$ for your school! <http://bit.ly/1fkIVwf>

Week 12: Nov. 17: Cold & Flu Season got your down?

Facebook: This cold & flu season, stock up on @Kleenex, @Scott Tissue, @Clorox wipes AND earn \$ for your schools by buying these & other participating Hannaford Helps Schools items: <http://bit.ly/1fkIVwf>



Twitter: Cold & flu season got you down? All the products you need can help earn \$ for your school: @Kleenex, @Scott Tissue & @Clorox wipes <http://bit.ly/1fkIVwf>

Week 13: Nov. 23: Closing Post

Facebook: Still 5 days to earn \$ for your school thru Hannaford Helps Schools! Stock up on participating items now thru 11/28. <http://bit.ly/1fkIVwf>



Twitter: 5 days left to participate in #HannafordHelpsSchools! Stop by to stock up between now & 11/28. <http://bit.ly/1fkIVwf>