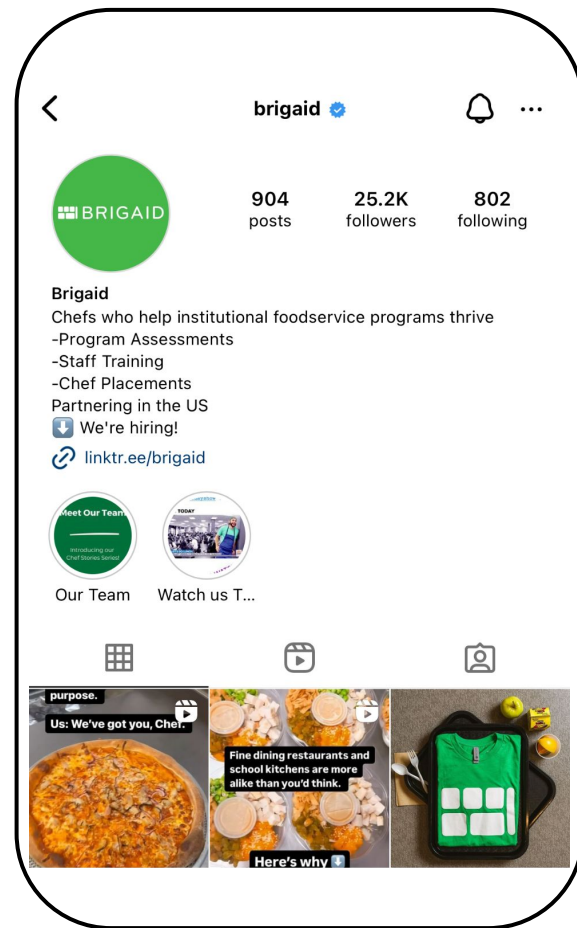


# Owning your program's narrative: Harnessing the power of social media

Dan Giusti, Founder & CEO of Brigaid



**What do you think of when  
you think about social  
media for your program?**

# Investing in social media

It takes work, time, thought, ideation, and it opens up more avenues for feedback (positive and negative).

# Investing in social media

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# Investing in social media

**It gives you the ability to tell your program's story, to share exciting updates, publicize new menu items, highlight the good work of your staff, and so much more!**

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Our deli spice blend is made with paprika, ground thyme, garlic and onion powder, salt, and pepper. In @nlpublicschools, the team uses it on roasted chicken for the salad bar, BBQ chicken, home fries, and potato wedges. It's a great way to add flavor and depth to meals while staying within budget and nutritional guidelines.

In this picture, @nlpublicschools team member, Dio, prepared a bulk batch which will last the team around two menu cycles. It was a great use of spare time to get ahead and cut down on prep later on. And, as if we didn't already love his use of a clear plastic container for storage, we're stoked by the added bonus of seeing all the beautiful layers before he mixed them together!

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110 likes  
brigaid Yogurt parfaits in South Monterey County Joint Union High School District (SMCJUHS) will now include macerated berries!

Parfaits with whole berries and granola were already a popular breakfast item among students in SMCJUHS. Last week, Chef @mai.comolafor and the @smcjuhsnutrition team added a new element to the recipe by soaking the berries in white sugar and lemon juice overnight. This process softened the berries and drew out their natural juices, resulting in a sweet, jam-like syrup.

This is a great example of how even simple techniques — like

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	WEDNESDAY	THURSDAY	FRI
	Muffin, Chocolate Chip Cinnamon Roll Cereal	Cinnamon Glazed Donuts Braided Cabbage Overnight Oats Cereal	Paget Corn Cereal
	Orange Chicken w/ Veggie Rice	Jalapeño Cheesy Bites	Tamari Chicken
	Waffle, Potatoes & Veggie Rice	Miso Cheeseburgers	Arroz
Staub	Grilled Cheese Sandwich	Mexican Quesadilla	Grilled
Wendy	Floury and Cheese Sandwich	Mexican Quesadilla	
Wendy	Cheese Sandwich		
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Wendy	Floury and Cheese Sandwich	Mexican Quesadilla	
Wendy	Cheese Sandwich		

Liked by annewfass and 358 others  
dan.giusti Yesterday, during my visit to the middle school kitchens in Cupertino USD, I saw something I have never seen before at Hyde Middle School... more

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DAN GIUSTI Posts

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**Lunch Special**

**Guisado de Pollo**  
Mexican Braised Chicken with Corn Cob, Peppers, Tomatoes, Carrots, Onions, Herbs and Spices

**Sofrito Black Beans**  
Black Beans seasoned with Cilantro, Onion, Garlic, and Bell Pepper

**Cilantro Rice**

If you have a food allergy, please speak to the center manager about your special.

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dan.giusti School Lunch Special yesterday at White Plains High School looking 🍌🍌🍌...

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Liked by atthence and 360 others  
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DAN GIUSTI Posts

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Liked by annewfass and 468 others  
dan.giusti This is a walk-in refrigerator in a school kitchen.

Maintaining well organized food storage areas is an important aspect of running a professional kitchen.

We are excited to see more and more school kitchens looking like this!

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May 4

DAN GIUSTI Posts

dan.giusti  
Sacramento, California

Liked by atthence and 95 others  
dan.giusti Getting ready for lunch :)

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August 19, 2022

**It's time for questions!**





# Thank you!

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