**Sample social content copy**

Suggested copy to include in social media posts about the Mayor of London’s universal free school meals offer. Please make edits as needed to suit your individual school community’s needs. The first grouping is focused on promoting the Mayor’s intervention, the second grouping is focused on encouraging families to continue to register for the Government scheme in order to maintain pupil premium numbers. **Copy in dark pink is suggested prompts for additional local information you may wish to include**.

If you would like to include any digital assets in your content, please find these and guidance on their use on the Mayor’s [school and borough hubs.](https://www.london.gov.uk/who-we-are/what-mayor-does/priorities-london/emergency-universal-free-school-meal-provision) Images can be [downloaded here.](https://drive.google.com/drive/folders/16A1Ux309bFJcFThzvlDTZa6SFqRCRiXe)

**Content about the Mayor’s intervention**

1. Thanks to new funding from @MayorofLondon, state primary school children in London are entitled to free school meals from September! Don't miss out on this opportunity to provide your child with a nutritious meal during the school day, completely free of charge.
2. State primary school children across London are entitled to free school meals thanks to new funding from the @MayorofLondon Sadiq Khan, to help ease the burden on families during the cost of living crisis. We are incredibly grateful for this support for families in **[London/our borough/our school].**
3. All primary school children who attend state schools in London will receive free school meals next year. We are grateful to the @MayorofLondon for stepping up and providing a crucial lifeline to London’s families during such tough economic times.
4. We believe that every child deserves the chance to be able to grow up healthy and thrive, regardless of their background or circumstances. Thank you to the @MayorofLondon for funding children in London’s state primary schools with nutritious meals in order to be able to do so.
5. We know times have been tough during the cost of living crisis, so we’re really pleased that new funding from @MayorofLondon will hopefully ease the burden. All primary school children in state schools in London are entitled to free school meals from September.
6. @MayorofLondon’s funding for free school meals in London state primary schools for the next academic year could save families up to £440 per child. Our children deserve to be nourished without their families worrying about making ends meet, this funding will ensure that.
7. Thanks to brilliant new funding from @MayorofLondon, primary school children in London are entitled to free school meals for the 2023/24 academic year. We are delighted to see this funding helping up to 270,000 children across London, including those in **[our borough/our school].**
8. Exciting news for families in **[London/our borough/our school]!** Thanks to the generous new funding from @MayorofLondon, state primary school children in London can now enjoy free school meals for the 2023/24 academic year.
9. A healthy lunch is essential for children. Thanks to new @MayorofLondon’s funding, all state primary school children in London are entitled to nourishing free school meals for a year to ease the pressure of the cost of living crisis.
10. The @MayorofLondon’s decision to fund free school meals across London for the next academic year will offer a lifeline to those who are feeling the pressure from the cost of living crisis. We thank the Mayor for this intervention, which couldn’t have come at a better time.
11. Great news for families in London! Your child's health and wellbeing is a top priority, and now, thanks to the incredible new funding from @MayorofLondon, all primary school children in London state schools can enjoy a healthy and nourishing lunch completely free of charge for the next academic year.

**Content encouraging families to continue to register for FSM**

To note: You will need to source your borough’s registration link from your local authority’s website.

1. Next year, state funded primary school children in London are eligible for free school meals. Pupils will receive their meals automatically, but families should still complete a Government registration form to help their school claim funding. More info: **[Insert registration link to local authority website]**
2. When universal free school meals come to primary schools in September, families whose children qualify for Free School Meals under the Govt scheme must continue to apply for FSM. You may be entitled to more funding for you and your school. Register here**: [Insert registration link to local authority website]**
3. Calling all parents of pupils at **[insert school name]!** From September, make sure you still complete a registration form for Government Free School meals as it helps the school get more funding. Find the simple registration process here: **[Insert registration link to local authority website]**

Thread 1:

When the @MayorofLondon expansion of universal free school meals begins in September, your child will receive their free school meal automatically. But it’s still vital to register them in case they are eligible for extra funding from the Government for both you and your school.

Thread 2:

This is worth £1,300 per year and helps our school **[school specific information].** It's simple to do and confidential. Further information can be found here: **[Insert registration link to local authority website]**

Other formats and languages

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Greater London Authority   
City Hall  
Kamal Chunchie Way  
London E16 1ZE

Telephone **020 7983 4000  
www.london.gov.uk**

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