

Social Media Graphics, Sample Captions, & Suggested Timing

HOW TO USE THIS RESOURCE: The intent is that these social media assets are shared with schools, community organizations, and other partners that can help spread the word about Alabama SUN Bucks and prompt families to take any necessary action in order to receive benefits.

Key Messages included in this resource:

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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 SUN Bucks 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.



Share to help spread the word!
Alabama SUN Bucks provide \$120 in extra grocery benefits to families (like yours!) in our community.

SAMPLE CAPTION:

Yup... It's back! **Alabama SUN Bucks** provides \$120 in extra grocery benefits to families in our community. Many eligible children are automatically enrolled in **Alabama SUN Bucks** 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 alabama-sunbucks.com/EBTEligibilityCheck.

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 SUN Bucks throughout the year.

Spring Message

Timing: April - early May

Objectives: Spread awareness about Alabama SUN Bucks 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.



Are you signed up?
SUN Bucks are right around the corner!
Alabama SUN Bucks provide \$120 in extra grocery support for kids who are home from school over the summer.

SAMPLE CAPTION:

Alabama 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.

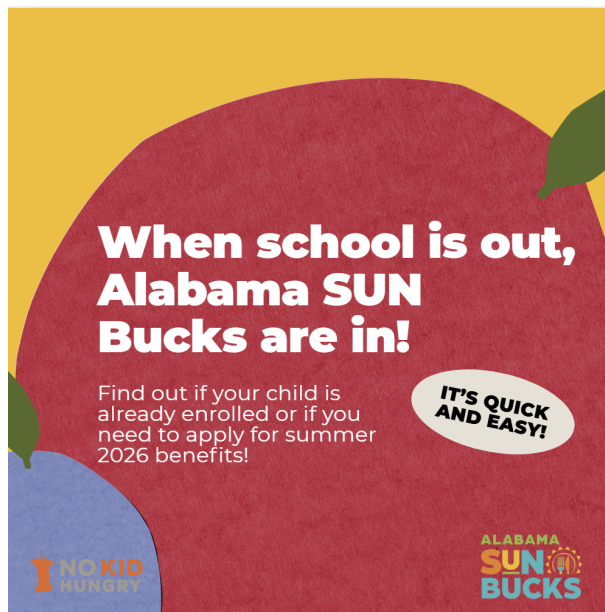
🍎 Most eligible families are automatically enrolled, but some will need to apply. It's easy to see if you're eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 If you've moved, don't forget to make sure you've updated your address with your child's school.

End of School Message

Timing: May - early June

Objectives: Remind families about Alabama SUN Bucks 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.



When school is out, Alabama SUN Bucks are in!

Find out if your child is already enrolled or if you need to apply for summer 2026 benefits!

It's quick and easy!

SAMPLE CAPTION:

Alabama SUN Bucks provides \$120 in extra grocery benefits to families (like yours!) in our community.

🍎 Most eligible families are automatically enrolled, but some will need to apply. It's easy to see if you're eligible and need to apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 If you are approved for **Alabama SUN Bucks** - keep any eye out for your card in the mail!

Over the Summer Message

Timing: June - August 15, 2026

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.



The graphic features a teal EBT card with a white speech bubble that says "CHECK TODAY". Below the card, the text reads: "If you haven't received Alabama SUN Bucks, you can still apply! Apply before August 15, 2026!". At the bottom left is the "NO KID HUNGRY" logo, and at the bottom right is the "ALABAMA SUN BUCKS" logo.

If you haven't received Alabama SUN Bucks, you can still apply!

Apply before August 15, 2026!

SAMPLE CAPTION:

Alabama SUN Bucks benefits are issued as a one-time payment of \$120 per eligible child, and most benefits will be mailed to enrolled households 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!

You can still apply (find the online or a paper application at alabama-sunbucks.com) or contact customer support for assistance by calling **1-800-443-3536**.

It never hurts to apply or ask! **Deadline to apply for 2026 benefits is August 15, 2026.**

**DON'T MISS
OUT!**



**If you haven't
received Alabama
SUN Bucks, you can
still apply!**

The application deadline is August 15



Don't miss out!
If you haven't received Alabama SUN Bucks,
you can still apply!
The application deadline is August 15

Back to School Message

Timing: August 16, 2026 - October 2026

Objectives: Inform and remind families that Alabama SUN Bucks benefits will expire and that they should use them as soon as possible.



Reminder! Are your Alabama SUN Bucks benefits still on the shelf?
Be sure to use them before they expire after 4 months.

SAMPLE CAPTION:

If you received **Alabama SUN Bucks** 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?

Learn more at alabama-sunbucks.com or contact customer support for assistance by calling **1-800-443-3536**.

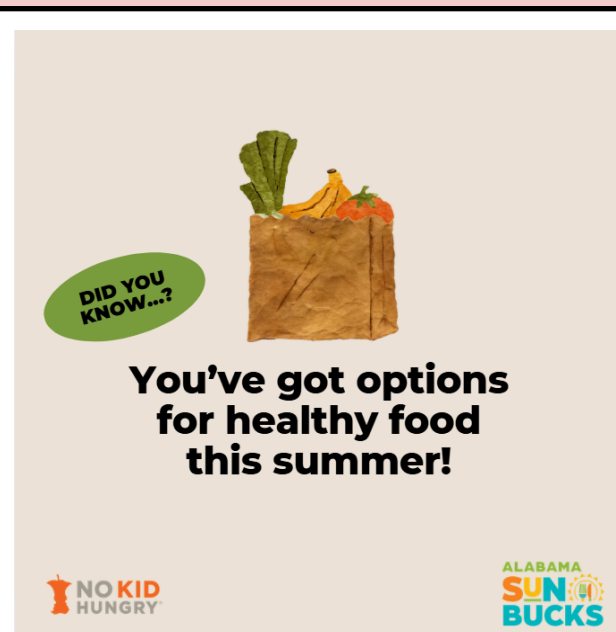
Other / Secondary Messages

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

Summer Meals & Summer EBT Cross Promotion Message

Timing: Start of Summer Meal Service - August 15, 2026

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.



SAMPLE CAPTION:

Alabama SUN Bucks 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 **Alabama SUN Bucks**, you can quickly check your eligibility and apply at alabama-sunbucks.com/EBTEligibilityCheck.

🍎 Find **Summer Meals** near you by visiting <https://www.fns.usda.gov/summer/sitefinder>. Join us!

Summer EBT Application Promotion Message

Timing: July 15 - August 15 (Alabama SUN Bucks 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.



How do I apply for Alabama SUN Bucks?
It's quick and easy!

SAMPLE CAPTION:

Remember, **Alabama SUN Bucks** 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 child is eligible and apply at alabama-sunbucks.com/EBTEligibilityCheck. **Deadline to apply for 2026 benefits is August 15, 2026.**

It never hurts to apply or ask! Visit alabama-sunbucks.com for an online or paper application, or contact customer support at **1-800-443-3536** for assistance.