Social Media Thought Starters

UPDATED JUNE 2020

Share some kid pleasing and seasonal OAT-spiration with your followers! Since we know people are continuing to cook more at home, below are a few new ideas to help you develop timely social media posts and content that keep things exciting! Be sure to tag @Quaker on Instagram, Facebook, Twitter and Pinterest in your oat-based posts. We love to see the content you create!

Seasonal Recipe Inspiration

Apple Season

Twitter: Move over, pumpkin, it’s apple’s turn to shine in these @Quaker Oats Apple Cinnamon Overnight Oats! This tasty part of breakfast is the perfect grab-and-go option: bit.ly/2MAIjx8

Facebook: It’s fall, which means it’s time to shine a spotlight on apples! Apple Cinnamon Overnight Oats made with @Quaker Oats are a nutritious and tasty way to shake up your breakfast routine: bit.ly/2MAIjx8

Family Meals Month

Twitter: While the start of school may be different this year, it still means back to a busy schedule. Try this Classic Meatloaf, made with @Quaker Oats, as part of your next quick and nutritious family dinner! bit.ly/307UYIy

Facebook: While school may look different this year, the school season can still be a stressful time. Your family meals shouldn’t be! This Classic Meatloaf, made with @Quaker Oats, is an easy and delicious way to kick off the new school year: bit.ly/307UYIy

Oats, Any Day of the Year

Timely Tip:

Twitter: Ring in a new school year with @Quaker Protein Instant Oatmeal! This choice provides a good source of protein: bit.ly/2AHID4k

Facebook: The new school year is quickly approaching, and your new routine may need a quick go-to breakfast option! @Quaker Protein Instant Oatmeal provides a good source of protein: bit.ly/2AHID4k

Nutrition News:

Twitter & Facebook: Celebrate September Whole Grains Month with your favorite variety of whole grain @Quaker Oats. Not sure which to pick? Try these helpful nutrition label tips next time you’re headed to the grocery store. Hint: the first ingredient does matter: bit.ly/2Y9dFT2
Topic: TIME SAVING MEAL TIPS TO HELP BUSY FAMILIES DURING THE BACK-TO-SCHOOL SEASON

Another school year is quickly approaching, which means schedules will get busier and mealtimes may get shorter. As a dietitian, you know the importance of providing clients with nutritional guidance, and more importantly, ways to incorporate this guidance into their daily lives—regardless of how busy they get. Share some of the tips and recipes below to help your clients and their families stay on track!

Build on these tips:

1. **Prepare ahead!** Whether it’s prepping some overnight oats with breakfast, energy bites for a midday snack, chopping fresh vegetables to accompany that snack or use for dinner, planning ahead can help the day feel a little more organized.

2. **Create a list of speedy go-to breakfast options.** For those rushed mornings, options like Quaker instant oatmeal or smoothies made with oats can make a huge difference.

3. **Cook in bulk!** Quickly reheating last night’s dinner can be a fast and tasty solution for busy days. Cooking a large portion of rice, quinoa or lean ground beef and freezing it in small portions for future meals will come in handy!

Share these timesaving and kid-pleasing options:

- Cinnamon-Pumpkin Overnight Oats
- Quaker Gold Energy Bites
- Snickerdoodle Smoothie

For more resources like this, check out the August and September content in our Oats, Any Day of the Year Toolkit at quakeroats.com/healthcareprofessionals.
Blog Thought Starters

Topic: CELEBRATE FAMILY MEALS MONTH WITH OATS

A new season is underway and now is a great time to share new recipes, tips and resources with your clients. Celebrate Family Meals Month this September with the nutritious and versatile ingredient – oats! From hearty oatmeal to savory meals and the snacks in between, oats can add taste to family meals no matter the time of day.

Explore the tips & recipes below for some OAT-spiration!

- Use ground up oats instead of flour in your baked goods and breakfast favorites, like muffins, breads, pancakes and waffles! Try these Savory Oat Waffles, 3 Ways: bit.ly/3gXeEEN

- Bump up the nutrient profile of your favorite snacks, like muffins, energy bites or flatbreads, with the help of oats. Try this 6-Ingredient Oatmeal Flatbread and pair with some hummus and veggies for a savory snack break: bit.ly/3dCggC7

- Oats can be used at dinnertime! Add them to meatloaf, use them as breading for baked chicken or stir some into soup or chili. Try this Spiced Apple Oat Meatball recipe: bit.ly/309lzVH