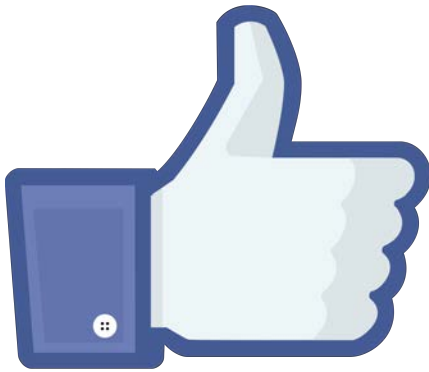


Using Social Media: Strengthen Participant Engagement: “Like” us on Facebook




Ashley Fondren, Mississippi State University
Lorelei Jones, NC State University
Lisa Benavente, NC State University
Emily Foley, NC State University
Suzanne van Rijn, NC State University
Austin Brooks, Virginia Polytechnic Institute
Hadley Standring, University of Georgia



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➤ When's the last time you encouraged **123** people *at the same time* to exercise?



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So what's your best exercise?

What's the best exercise?

The one you actually do.

Family Nutrition Program
Eat Smart Move More

123 people reached

Boost Post

Like · Comment · Share · 3 1

5 Likes	3 On Post	2 On Shares
1 Comments	1 On Post	0 On Shares
3 Shares	0 On Post	3 On Shares
8 Post Clicks		
5 Photo Views	0 Link Clicks	3 Other Clicks


NEGATIVE FEEDBACK

- 0** Hide Post
- 1** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page



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➔ Wouldn't you like to show others the skills and abilities of your educators?



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We're cooking up a storm at training today.



28
Likes

11
On Post

17
On Shares

0
Comments

0
On Post

0
On Shares

3
Shares

1
On Post

2
On Shares

115 Post Clicks

9
Photo Views

0
Link Clicks

106
Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts


0 Report as Spam

0 Unlike Page



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➤ How about encourage EFNEP in other states to enhance their program?



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NC EFNEP - Expanded Food and Nutrition Education Program

June 27



Congratulations to our Award Winners this week!! (8 photos)



Unlike · Comment · Share

8 1 1 Share

You and 7 others like this.



Write a comment...



Congratulations, ladies!

0:48am

Write a comment...

Photos from North Carolina State's Awards Ceremony




United States Department of Agriculture

National Institute of Food and Agriculture



Mississippi State University
Office of Nutrition Education's
First Annual Recognition Ceremony





➔ Social Media can help us with each of these goals!



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Southern Region Social Media Committee Charge

Can Social Media help

EFNEP:

- Recruit?
- Reinforce?
- Remind?
- Relate?
- Retain?

Other driving questions:

- Who?
- What?
- When?
- Where?
- How?



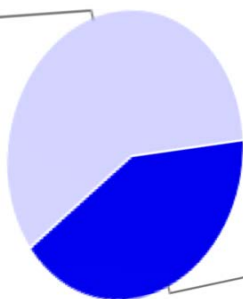
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Perspective - Professional

Social Media Use

No [24]



Yes [17]

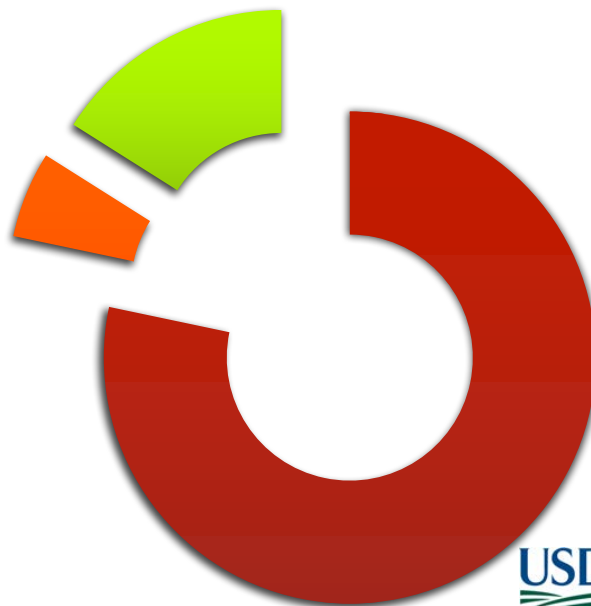
Provide nutrition info to reinforce face-to-face meetings

Recruit EFNEP participants

Communicate with EFNEP staff

Most used social media sites...

facebook



Maintenance

- State-level professional
- County-level professional
- Paraprofessional
- Other

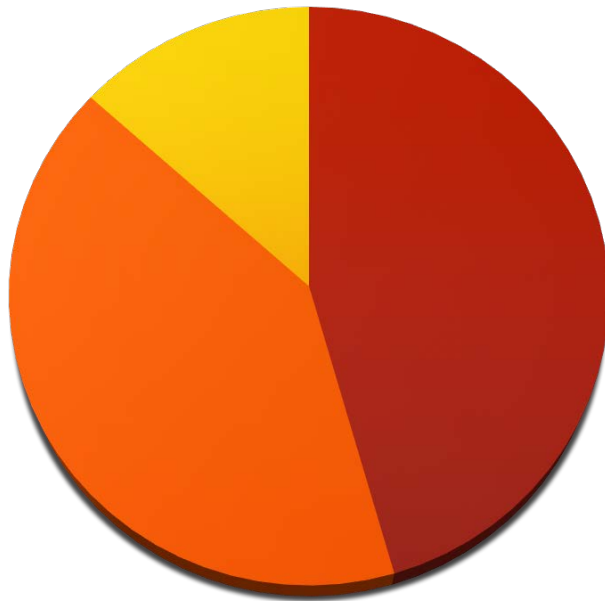


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Do professionals think paraprofessionals use social media?

Professionals' perspective of paraprofessional social media use



- Yes
- No
- I don't know

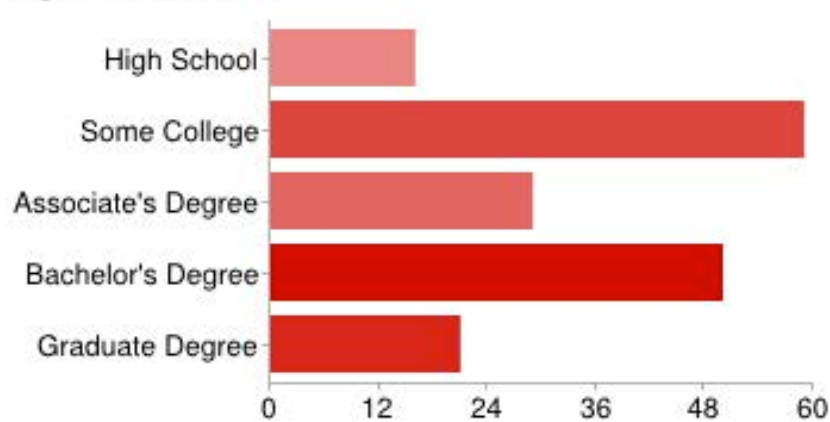
social media used by paraprofessionals...

facebook



Paraprofessional Demographics

Highest Level Education



High School	16	9%
Some College	59	34%
Associate's Degree	29	16%
Bachelor's Degree	50	28%
Graduate Degree	21	12%

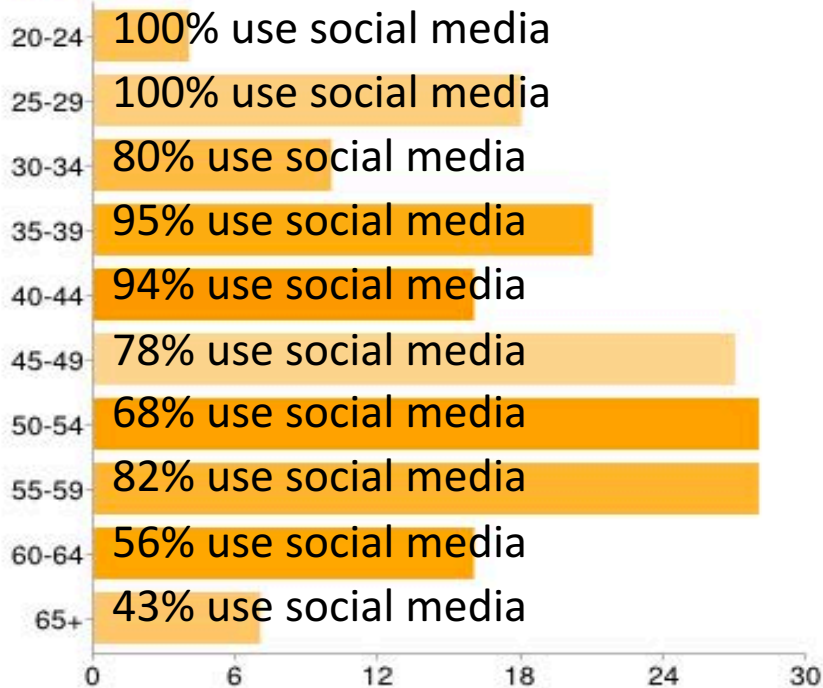


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Paraprofessional Demographics

Age Group



20-24	4	2%
25-29	18	10%
30-34	10	6%
35-39	21	12%
40-44	16	9%
45-49	27	15%
50-54	28	16%
55-59	28	16%
60-64	16	9%
65+	7	4%

97% of respondents were female

80% have a personal social media account



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NC Participant Data

PARTICIPANT EXIT FORM



EFNEP's Families Eating Smart and Moving More offers families simple solutions to help them eat smart and move more. Eating smart and moving more does not have to be difficult. Families Eating Smart and Moving More gives families the skills to be able to eat more meals at home, eat healthy when eating out, move more in their everyday routine, watch less television and eat healthy throughout all stages of the lifecycle.

The information you provide on this form is similar to the questions asked at the beginning of the program. We ask that you provide this information again to help our program assess whether or not the program has met your needs. The information you provide will be kept confidential, however it will be combined with other information collected from across the state to help evaluate this program.

It has been my pleasure to share these simple solutions with you and I hope that you have enjoyed each of the sessions.

10/01/2013 Exit

ID #: _____

TELL ME ABOUT YOU!

Today's Date: _____
(month) (day) (year)

Name: _____

Address: _____

City: _____ North Carolina Zip: _____

Phone number: (____) _____ (email: _____)

Programs in which you and your family participate:

- Child Nutrition (Free/Reduced Lunch) Food Distribution Program on Indian Reservations
 SNAP (EBT Card) Head Start
 Medicaid TANF (Temporary Assistance for Needy Families)
 TEFAP (Emergency Food Assistance Program) WIC

1. How often do you use any of the following:

- a. Facebook Never Once in a while 1-2 times a week Almost every day
 b. Twitter Never Once in a while 1-2 times a week Almost every day
 c. YouTube Never Once in a while 1-2 times a week Almost every day
 d. Blog Never Once in a while 1-2 times a week Almost every day
 e. Pinterest Never Once in a while 1-2 times a week Almost every day
 f. Vimeo Never Once in a while 1-2 times a week Almost every day

2. If you use any of the above, which is your favorite? _____

3. If you use the above, how do you access your favorite social media network (Facebook, Twitter, YouTube, etc.)?

- a. smart phone d. work computer or laptop
 b. home computer or laptop e. public computer
 c. school computer or laptop f. other mobile device

4. If you use the above, would you want to stay connected with EFNEP through our page? Yes No

1. How often do you use any of the following:

- a. Facebook Never Once in a while 1-2 times a week Almost every day
 b. Twitter Never Once in a while 1-2 times a week Almost every day
 c. YouTube Never Once in a while 1-2 times a week Almost every day
 d. Blog Never Once in a while 1-2 times a week Almost every day
 e. Pinterest Never Once in a while 1-2 times a week Almost every day
 f. Vimeo Never Once in a while 1-2 times a week Almost every day

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- a. smart phone d. work computer or laptop
 b. home computer or laptop e. public computer
 c. school computer or laptop f. other mobile device

4. If you use the above, would you want to stay connected with EFNEP through our page? Yes No



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Who Do We Serve?

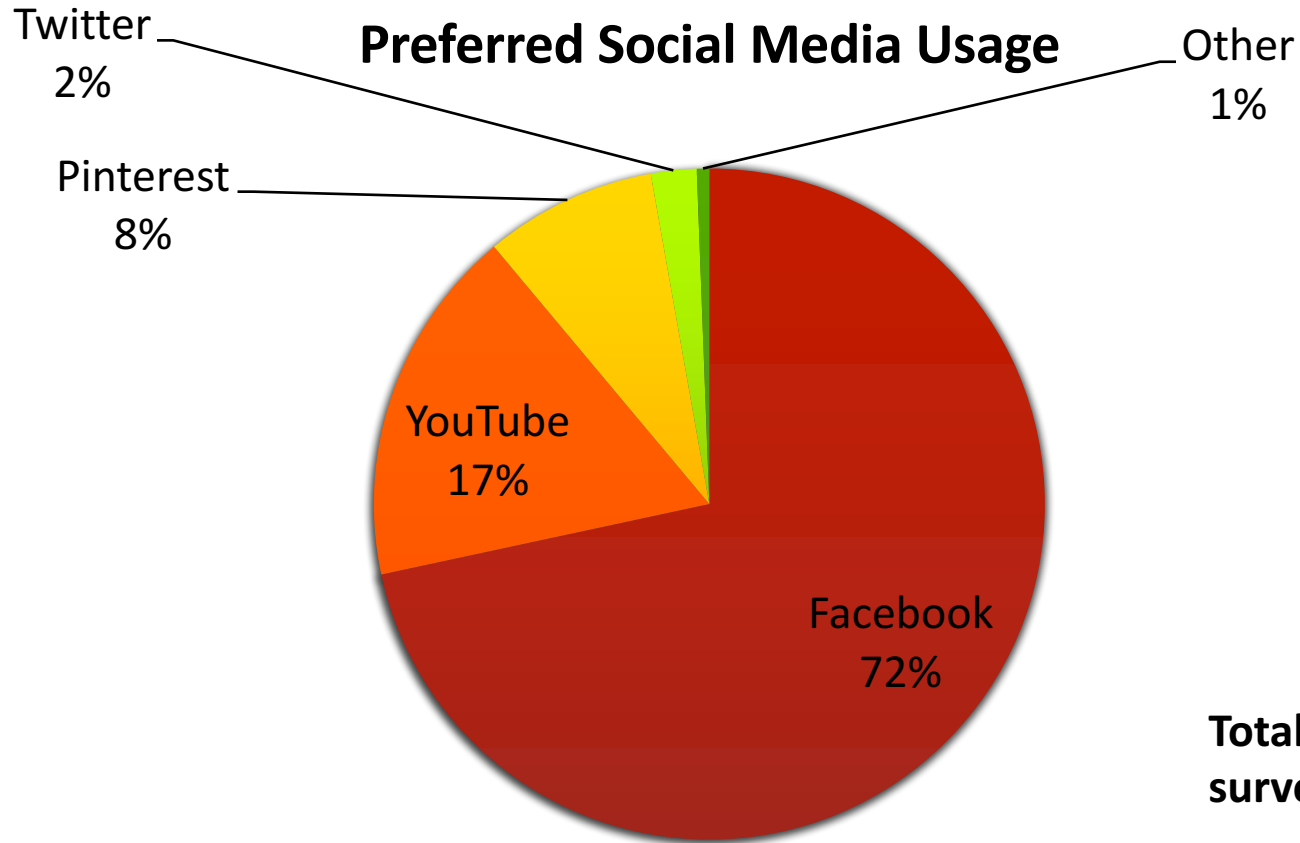
- Millennials and Generation X
 - 48% between the ages of 18 and 30
 - 24% between the ages of 31 and 40
- 1 in 3 have some college or graduated college
- 36% live in urban settings



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How Do They Communicate?



Total number of surveys: 1543



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National Social Media Guidelines

- Released March 2014
- Designed around 4 overarching concepts critical to social media success:
 - Set Goals
 - Determine a Strategy
 - Prevent Abuse and Misuse
 - Make Content EFNEP Specific



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Set Goals

- Goals should result in
 - Continued engagement of graduates
 - Improved retention
 - Increased recruitment
- Supplement, not replace face-to-face



Determine a Strategy

- Plan for Success
- Consider Presence
- Set Limits
- Determine Roles and Responsibilities
- Manage Content
- Maintain Social Media Accounts Regularly
- Review and Modify



Prevent Abuse and Misuse

- Protect the Security of Social Media Channels
- Protect the Integrity of Social Media Channels
- Protect Privacy and Confidentiality



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Make Content EFNEP Specific

- Share Content Appropriately
- Write for EFNEP's Target Audience



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EFNEP Social Media Toolbox

EFNEP Social Media Project

Home

2013 National EFNEP Conference

EFNEP Social Media Toolbox

Meeting Minutes

Survey Results

Browsing: > Home > EFNEP Social Media Toolbox

Leave a comment

EFNEP Social Media Toolbox

The EFNEP Southern Region Social Media Committee worked throughout 2013 to create tools and guidance to help you embark on your social media adventure. Here you'll find practical tools that can help you develop social media posts, develop a schedule for your social media posts, hone your social media skills, and connect with others operating social media accounts.

[National Guidelines for Social Media in EFNEP](#)

[EFNEP Social Media Post Vetting Instrument](#)

[Vetted Social Media Posts](#)

Search this site...



Recent Posts

[Additional Training Opportunities](#)

[Video and Photo Tools for Content Creation](#)

[Time Use Study](#)

[Social Media Training Materials from North Carolina State University](#)

Follow

<http://efnepsocialmedia.wordpress.com/>



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Make Content EFNEP Specific

- Share Content Appropriately
- Write for EFNEP's Target Audience



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Other Training Resources

- CDC
 - <http://www.cdc.gov/SocialMedia/>
 - <http://www.cdc.gov/healthcommunication/>
- USDHHS
 - http://www.hhs.gov/web/socialmedia/additional_resources/index.html
- eXtension
 - <https://learn.extension.org/events/search?utf8=%E2%9C%93&q=social+media#.VDWnKNR4q60>
- Private Sector
 - Social Media Examiner, Social Media 101, Constant Contact, Sprout Social, MarketingProfs, etc.



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Vetted Social Media Posts

 **Ashley Peeples Fondren**
Just now

Biking is a great way to be physically active. Before you bike, pay attention to these 5 tips:



1. Wear a helmet.
2. Follow the rules of the road.
3. Be visible to cars and others by wearing bright clothing.
4. Make sure your bike fits properly and all parts are working correctly.
5. Avoid loose or baggy clothing that can get caught in pedals or chains.

Like · Comment · Share

 **Ashley Peeples Fondren**
Just now · Ackerman, MS

Cut Calories By Choosing Fruits and Vegetables. Check out these side-by-side comparisons at <http://www.extension.org/pages/19887/>

	
One giant cinnamon bun 480 calories	Multiple servings of fruit and vegetables 480 calories

Cut Calories By Choosing Fruits and Vegetables - eXtension

Eating plenty of fruits and vegetables is a good choice for good health and can help with weight loss and maintaining a healthy weight....

EXTENSION.ORG

Like · Comment · Share



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EFNEP Social Media Programs in the Southern Region

Different Strategies in Different States



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Virginia Social Media Project

- Facebook [*Buffer-free & Hootsuite-paid*]
 - 1 State Page and 16 Local Pages (co-admin with Program Assistants)
 - Post 2x/day, usually original content daily
- Blog [*Wordpress-free through VCE*]
 - Post 1x/week, original content with guest posts from students and colleagues
- Twitter [*Buffer-free*]
 - Post 1x/day, with original content aimed at community partners and stakeholders
- Email Newsletter [*MailChimp-free*]
 - Sent 1/month, with original content that links to blog



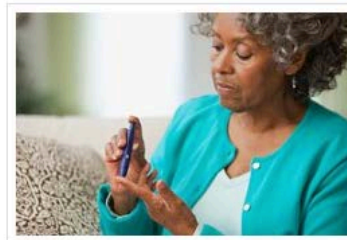
North Carolina Management What we do

- County PAs encouraged to be active on pages
- Managed at the state level
- Diverse group who create posts

Could you have diabetes?

Does diabetes run in your family? Do you carry extra weight? Are you 45 or older? I walked around for a couple of years with diabetes and did not know it. I also walked around a couple of years acting like I did not have diabetes, when I knew I did. Diabetes can be prevented and even if you have it, can be controlled. You can act only if you know for sure. Today is Diabetes Alert Day. As a first step take the test at www.diabetes.org/are-you-at-risk/diabetes-risk-test/. Talk with your doctor and then you can know for sure.

Submitted by April Reese



April Reese leads the Health Systems and Community Connections Unit of the Community and Clinical Connections for Prevention and Health Branch of the N.C. Division of Public Health. In this capacity she leads statewide diabetes and hypertension initiatives.

This entry was posted in [Tine](#) by [afnan](#). Bookmark the [permalink](#)

<http://www.ncfamilieseatingbetter.org/EFNEP/participants/tips/could-you-have-diabetes/>



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FB content

- Year-long calendar of posts
- National food months and days
- Five key EFNEP areas



Food, Nutrition, and Health by the Month

National Food Days, Weeks & Months

<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>
<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>
<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>

Contributors: [Kayla Colgrove](#), MS, RD, UNL Extension in Gage County; [Alice Henneman](#), MS, RD, UNL Extension in Lancaster County; and [Lisa Franzen](#), MS, RD, PhD, [Beckwith](#) Research and Extension Center.

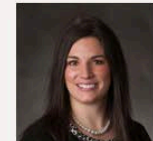
July

Food Calendar

UNL Extension's Calendar of Food Days, Weeks, and Months is a monthly, web-based food-themed calendar. It provides resources for selected national food-themed days, weeks, and months.

We hope this provides you inspiration for blogs, tweets, programs, and articles.

~[Kayla Colgrove](#), MS, RD, ACSM-CPT



<http://food.unl.edu/fnh/july>



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September 2014

Monday	Tuesday	Wednesday	Thursday	Friday
National Food Days <ul style="list-style-type: none"> • Macademia Nut Day (September 4) • Cheese Pizza Day (September 5) • Acorn Squash Day (September 7) • Celiac Disease Awareness Day (September 13) • Peanut Day (September 13) • Eat a Hoagie Day (September 14) • Linguine Day (September 15) • Guacamole Day (September 16) • International Banana Festival Day (September 21) • Better Breakfast Day (September 26) • Coffee Day (September 29) • Hot Mulled Cider Day (September 30) 		National Food Months <ul style="list-style-type: none"> • Back to School Month • Better Breakfast Month • Chicken Month • Childhood Obesity Awareness Month • Cholesterol Education Month • Food Safety Education Month • Fruits & Veggies--More Matters Month® • Mushroom Month • Papaya Month • Potato Month • Rice Month • Whole Grains Month • Wild Rice Month 		
1 Topic: Grilling (Labor Day) Research Link: Using a thermometer is necessary to reduce food safety risks FactSheet from Dr. Ben Chapman AMBER PORTER	2 Topic: Introducing Obesity Awareness Month Suggested post: Join us this month as we talk about ways to make better choices regarding food and increase physical activity to combat childhood obesity. Look for simple tips and recipes. AMBER PORTER	3 Topic: "You" as the role model for physical activity Research Link: http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/downloads/physician2.pdf blog day AMBER PORTER	4 Topic: Introducing Better Breakfast Month Suggested post: Join us this month as we share ways to serve quick, healthy breakfasts for your family. AMBER PORTER	5 Topic: Cheese Pizza Day. Kid-friendly Vegetable Pizza Research Link: http://getfreshcooking.com/recipes/kids-recipes/easy-cheesy-pizza.html AMBER PORTER
8 Topic: Breakfast recipe Research Link: http://www.quickhealthyrecipes.msstate.edu/advanced-search-breakfast JUDY D'EREDITA	9 Topic: Simple Tip—avoiding "afterschool boredom" Research Link: http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/get-active/getting-active.htm	10 Topic: Breakfast foods for less featuring protein Research Link: http://www.delish.com/recipes/cooking-recipes/quick-breakfast-recipes http://www.moneycrasher	11 Topic: Food Safety Tip Research Link: As soon as kids are ready to cook, they are ready to learn about food safety. Make it fun with this food safety word scramble. http://bit.ly/18HTXoe JUDY D'EREDITA	12 Topic: Tip from the Go, Slow, Woah chart featuring Fruits or Vegetables Research Link: https://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/downloads/urwhateat.pdf JUDY D'EREDITA



the process

- Posts are vetted using Southern Region developed vetting instrument
 - <http://efnepsocialmedia.wordpress.com/2014/02/19/efnep-social-media-post-vetting-instrument/>
- Divided responsibility



Georgia

PHOTOS >

LIKED BY THIS PAGE >

- Community Life Concepts, Inc.
- NC EFNEP - Expanded Food and N...
- UF IFAS EFNEP Leon County Exten...

UGA EFNEP
Posted by Hadley Standing [?] · August 1

Get to know a little more about EFNEP, offered through the University of Georgia. We offer our signature program, Food Talk, in 38 counties across Georgia.

Like · Comment · Share

1 1 Share

Boost Post

Strategy:

- Utilize Vetted Post tool
- Posting calendar
- Utilize FB mgmt tools
 - Scheduling
 - Email notification settings
- Track time find, write, and post
- Evaluation/research
- State-level management



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Keeping PA's & Participants Connected

Remind.com

- Free texting service to remind participants of upcoming sessions
- Piloting in urban and rural counties

Strategy:

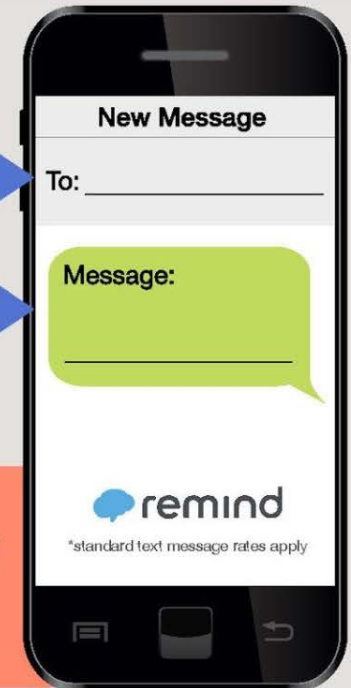
- Created message templates
- Participant's choice to enroll
- Option to receive email reminders



HOW TO SIGN UP FOR FOOD TALK SESSION REMINDERS WITH

1. Enter this number

2. Text this message



You can opt out of messages at anytime by replying, 'unsubscribe'

OR:

Send an email to:



To unsubscribe, reply with 'unsubscribe' in the subject line.



www.ugaefnep.org



South Carolina

- Social media calendar with 2 months worth of posts. Begin compiling posts for the next set of months as end of calendar approaches. This takes several hours, but can be done in one setting or spread over the course of a week.
- Retain flexibility in changing post schedule for certain health observance days or months.
- One person handles the content and posting schedule, however nutrition graduate students are able to post as well if needed.
- Posting only takes a minute or so; it is simply copied and pasted from the posting calendar. Normally content is posted around mid-morning for consistency.
- Considering individual county pages in the future.
- We are currently working to use these same measures for a newly created twitter page as well.



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You have the tools to get started.
Together, we'll explore HOW
to put it into practice after lunch.



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Let's practice!



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What Makes a Good Post?

- Short and to the point
- Culturally appropriate
- Written for the literacy level of followers
 - Visual is best!
- Motivating
- Includes a call to action



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NC EFNEP - Expanded Food and Nutrition Education Program

Posted by Emily Foley [?] · June 18

Did you see our latest blog post yet?

<http://www.ncfamilieseatingbetter.org/EFNEP/participants/tips/>

Give this post a 'like' or comment once you have!



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NC EFNEP – Expanded Food and Nutrition Education Program

August 20

Remember healthy eating is important for building and maintain strong bones and muscles. Combining good nutrition with physical activity can lead to a healthier lifestyle. Visit: <https://www.supertracker.usda.gov/default.aspx> to get personalized information from the Supertracker.



Like · Comment



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Creating Dynamic Facebook Posts

Food Resource Management
Physical Activity
Food Safety
Food Preparation/Diet Quality
Nutrition Practices (food security)

<http://efnepsocialmedia.wordpress.com/efnep-social-media-toolbox/>



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➤ How to Create and Maintain a Successful Social Media Program



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Which Platform?

- Go where your audience is
- Research shows Facebook is the largest social network for our audience
 - Pew, NC State, et al
- Therefore, we've focused on Facebook for EFNEP



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Training Staff on Social Media Use

- Who?
 - Facebook Admins
 - Paraprofessionals
- What?
 - How to implement social media program
 - Why and how the social media program supports the other aspects of EFNEP programming
 - Focus getting buy-in from all levels
- When?
 - Initial
 - On-going



Setting up a Facebook Page

Log in to Facebook

- Can use your personal log-in, as the page will be *fully separate from and not identifiably linked* to your personal profile
 - Recommended, as you will likely see notifications more easily if you use Facebook regularly in your personal life.

<http://www.facebook.com/pages/create.php>

Click on Company, Organization or Institution -> Choose Government Organization

Choose a Page Name that clearly identifies your organization

EX: Virginia Family Nutrition Program

North Carolina Cooperative Extension EFNEP

Agree to Facebook's Terms and Conditions by clicking "Get Started"



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Setting up a Facebook Page

Step 1- About

- Short Description of Page (*155 characters*)
 - Should be speaking directly to why target audience should like the page
- Enter your organization's public website
- Choose a short and simple custom URL for your page
 - This will be how you share your page, so it should be easy to read (for print) and remember (for in-person sharing)
- **YES**, your page is a real organization
- **YES**, you are the official representative for the organization



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Setting up a Facebook Page

Step 2- Profile Picture

- Headshot or Logo work best
- Dimensions- 180 x 180 pixels, but 160 x 160 will be displayed
 - <https://www.facebook.com/help/315809258465467>
 - Picture of the Program Assistant or Page Manager puts a personal touch on the page that is more inviting for the target audience

Step 3- Add to Favorites

- Adds page to the left sidebar, making it easier to find
 - Page will also automatically show up in the dropdown menu where you log out as well. This is how you switch between profiles.

Step 4- Reach More People

- This allows you to set up payment for advertising on Facebook. You can **skip** if you do not wish to spend money on advertising. (You can set this up at a later date as well.)



Setting up a Facebook Page

Once you finish, it will take you to your Page

When prompted, “Like” your Page

When prompted, “Skip” Inviting your Friends and Email Contacts

- Your target audience is **clients and community partners**, not friends and family

When prompted, Write a quick Status Update welcoming everyone to your new page

CONGRATS, You are the proud new Administrator of a Facebook page!



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Next Steps for Setting Up a Facebook page

- Add a Profile Picture
- Add a Cover Photo
- Add a Co-Administrator



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NC EFNEP – Expanded Food and Nutrition Education Program shared
 NC EFNEP – Surry County's photo.

September 26

Seydel Cropps, EFNEP PA, is dressed like a watermelon to promote eating fruits and vegetables during the annual "Celebrating Agriculture" event held at Fisher River Park in Dobson on September 13th. The event was hosted and co-sponsored by the Surry County Extension Center. Coincidentally, Pilot Mountain Pride (PMP) donated and gave out free watermelon slices to all who attended. What a wonderful event!



Like · Comment · Share

👍 Lorelei Jones, Peggie Garner, Arnica Gudger and 2 others like this.

👤 [Redacted] Prettiest watermelon!
 September 27 at 4:21pm



Successful Social Media



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NC EFNEP - Expanded Food and Nutrition Education Program

Posted by Emily Foley | 71 | June 13

Did you catch us at the Food Lion Distribution Event at Mt. Peace Baptist Church in SE Raleigh this morning? Take a look at the fun we had ... (27 photos)



Successful Social Media



United States Department of Agriculture

National Institute of Food and Agriculture



NC EFNEP - Expanded Food and Nutrition Education Program

Posted by Emily Foley [?] · August 29



Looking for healthy after school snack ideas? Check out our latest video. Share this on your page so your friends can see too!



Successful Social Media



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Promotion of Social Media



Virginia Cooperative Extension
Virginia Tech • Virginia State University

VIRGINIA Family Nutrition Program
Eat Smart Move More

Find us
ONLINE:



www.move-more.ext.vt.edu www.facebook.com/VaFNP

Blog: blogs.ext.vt.edu/eatsmart-move-more

VT/1213/HNFE-182NP

Social Media
Magnet Incentive

Are you on Facebook or Twitter?
Virginia Family Nutrition Program
wants to be your friend!



HAPPY FAMILIES connect to share and find . . .

- Meals for the whole month
- Tasty recipes
- How to look your best
- Ways to feel great and lose weight
- Success stories



. . . and much more!

Social Media Brochure



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Promotion of Social Media



Recipes

Tomato Soup

Ingredients:

1 cup roasted red peppers
15 ounces low sodium tomatoes,
canned
8 ounces evaporated skim milk
1 teaspoon garlic powder
1/4 teaspoon black pepper
2 teaspoons basil

Equipment:

Saucepan
Blender
Can opener
Measuring spoons

Number of Servings: 4
Prep Time: 30 minutes
Total Time: 30 minutes

For more recipes, please visit:
www.fcs.ext.vt.edu/recipes



Friend us on Facebook and
follow us on Twitter
www.facebook.com/vafnp
www.twitter.com/vafnp

Nutrition Facts

Serving Size: 1 cup
Servings: 4



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NC Promotion of Social Media



EFNEP, the Expanded Food and Nutrition Education Program, is a federally funded educational program conducted through the Cooperative Extension Service in every state and U.S. territory. In North Carolina, EFNEP is administered through NC State University and NC A & T State University.

For decades, EFNEP has been helping limited resource youth and families with children learn how to eat healthier meals and snacks, stretch their food dollars and reduce the risk of food-borne illnesses.

Visit us: www.ncefnep.org

And like us
on Facebook



Scan these QR Codes with your camera phone to visit us online!



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Content Creation to Support Social Media

- Blogs
- Videos
- Others



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Blogs

- <https://blogs.ext.vt.edu/eatsmart-movemore/>



A nice example of a [Better Pantry](#) fridge.

But, can you spot the food safety hazard in this picture? First correct response in the comments will get a special prize!

2 thoughts on “Build a Better Pantry Part 2- Refrigerated Foods”

pink orchid

October 7, 2014 at 3:24 pm

hazard – meat can leak on vegetables

Reply ↓

Austin Brooks Post author

October 7, 2014 at 3:32 pm

YES! The food safety hazard from the photo is storing meat, which can drip on the veggies below, on a middle shelf instead of the bottom one. Thanks for responding! A prize was promised, so send me a quick email at vafnp@vt.edu and we'll get your gift to you.



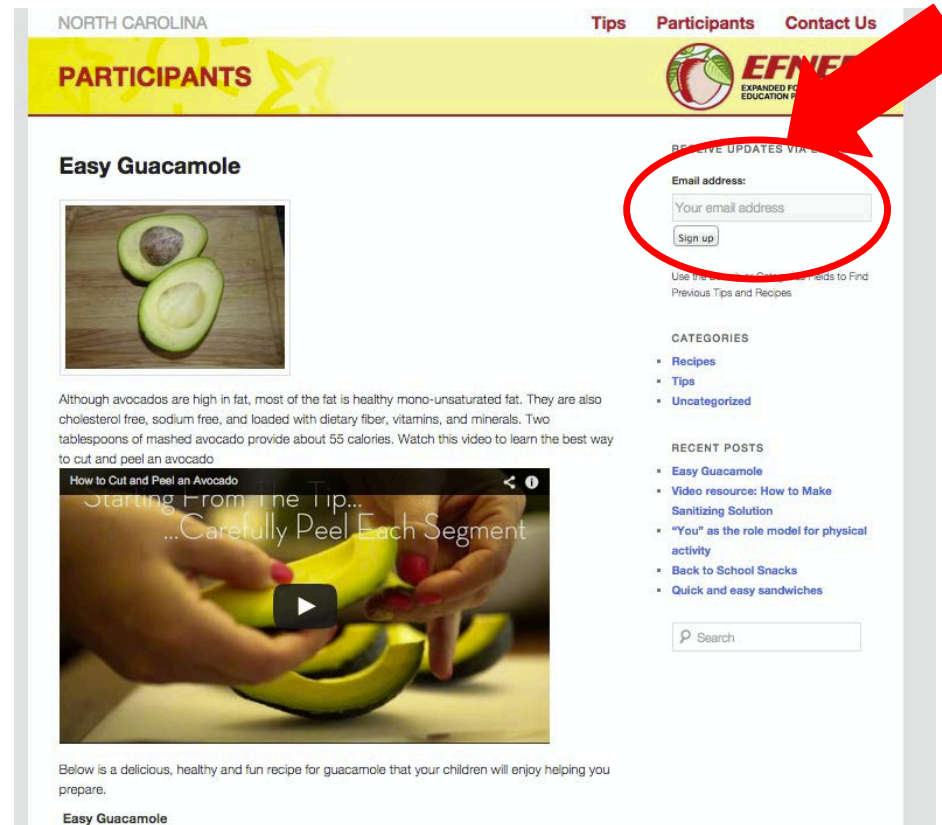
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NC EFNEP Blog



<http://www.ncfamilieseatingbetter.org/EFNEP/participants/index.html>



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EFNEP

**EXPANDED FOOD AND NUTRITION
EDUCATION PROGRAM**

Hi there! Here is your weekly update from EFNEP.

Read below for your latest tips and recipes:

Excerpts:

[Cool, delicious watermelon recipes](#)

Watermelon Kebabs An easy, fast, no-mess meal! Ingredients 18 1 inch cubes of seedless watermelon 6 cubes of smoked turkey breast 6 cubes of cheddar cheese 6 coffee stirrers or beverage straws Instructions Cut watermelon, turkey and cheese in cubes ... [Continue reading →](#)

[Read on »](#)

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for Social Media in NC



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National Institute of Food and Agriculture

Creating Videos for Facebook

When planning your video, keep in mind diversity and that our audience is limited resource families. Don't show or use specialty equipment. Keep it basic.

Show a variety of family dynamics such as multi-racial families, 1 parent families, etc..



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Creating Videos for Facebook

Multiple people are engaged in writing and production of video

- Script writer/location/props
- Script editor
- Videographer



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Creating Videos for Facebook

Shooting the video

- local staff
- volunteers
- location
- props
- video/photo release



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Creating Videos for Facebook

Equipment:

- Purchased with outside funding
 - Video camera with spare battery and tripod
 - 2 lights with stands
 - Reflector disc
 - Memory card
 - Lapel microphone set
 - 2 spare lapel mics
 - Camcorder case
- Editing program
 - Adobe Premier Pro



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Creating Videos for Facebook



June is Dairy Month!
video



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Creating Videos for Facebook

Now, it's your turn!



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Creating Videos for Facebook



Back to School Snacks
video



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Photos

- From the field, In-House, Stock Photos, SNAP-Ed Connection, Creative Commons, etc.
 - Copyright and Photo Release issues
- Photo editing tools
 - Free: Canva, PicMonkey, etc.
 - <http://www.business2community.com/brandviews/buffer/23-tools-resources-create-images-social-media-01028628>
 - Paid: Photoshop, InDesign, etc.



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How yummy does this look?

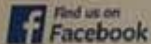


Move More Together

Be a role model of healthy living for your kids.

They will use these habits you help teach for a lifetime of being active.

Get outside -
Eat more fruits
and veggies!



Find us on Facebook

www.facebook.com/vafnp



Tweet us @VaFNP



Stretch Your Food Budget

Get the best price.

Check the local newspaper, online, and at the store for sales and coupons.

Look for specials or sales on meat and seafood, often the most expensive items on your list.



Virginia Cooperative Extension programs and employment are open to all. Virginia Cooperative Extension is an equal opportunity/affirmative action employer. USDA is an equal opportunity provider and employer. This material was partially funded by USDA's Supplemental Nutrition Assistance Program. (SNAP). This material was partially funded by the Expanded Food Nutrition Education Program, 2008, 2009.



"A goal without a plan is just a wish."
- Antoine de Saint Exupery

You can find photos from a variety of sources.



Social Media Analytics

How do we know what's working?



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What Gets Measured ...

Gets Done.

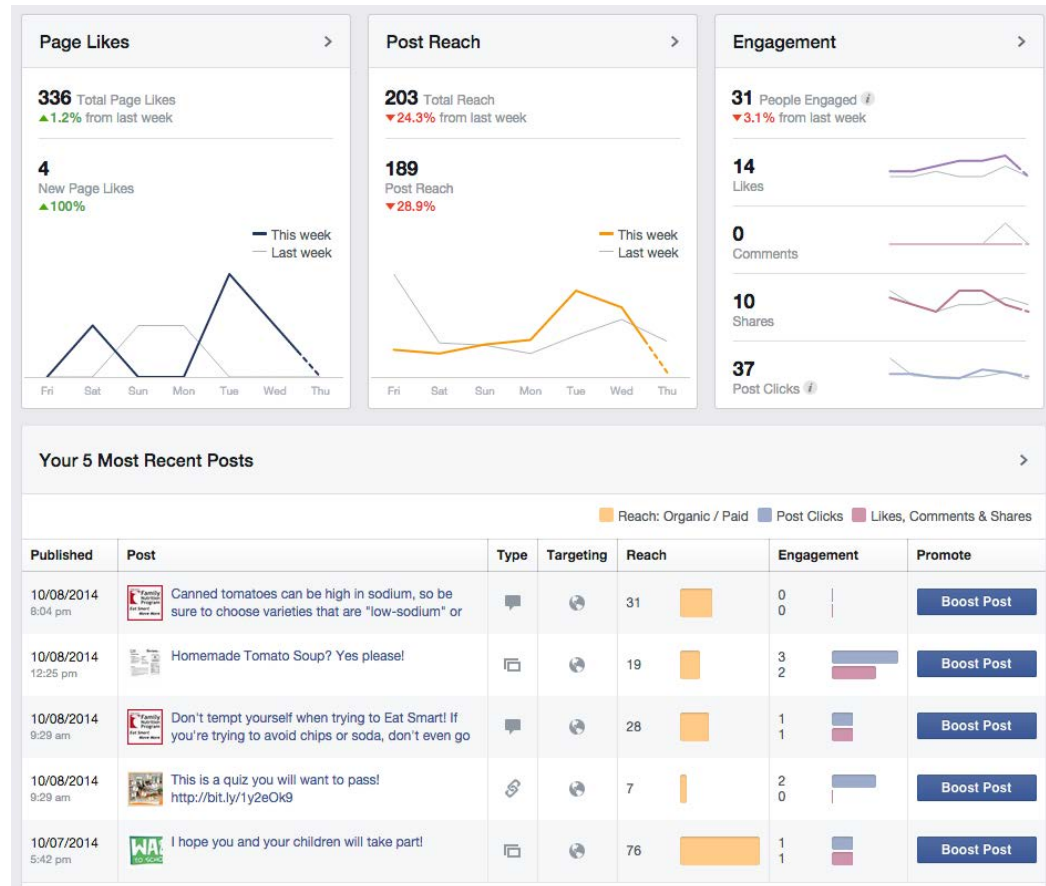
Gets Managed.

Gets Improved.



Analytics Tools

- Facebook Analytics
 - Must hit 30 likes before these become available



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Analytics Tools

- Google Analytics
 - Traffic on websites and blogs
 - Traffic from social media
 - QR Code Tracking



Analytics Activity

- Use the data to improve your vetted post's performance on social media
 - What format to post?
 - When to post?
 - What posts usually perform well?
 - What to post for the most comments?
 - What to post for the most likes?





Social Media Challenges and Opportunities



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Declining Reach of Facebook

- How to keep your content in your followers' newsfeed?
- How to find more followers and increase engagement?
 - Contests
 - Promote to people who want to use it



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Work Smarter, Not Harder

Content Repurposing

- Social Media Post -> Blog Post -> Email Newsletter
- Videos- Social Media, Waiting Rooms, Curricula enhancement, etc.
- Collaborative Communication Plans with Community Partners and Stakeholders
 - Ex: Nutrition Message “Mememes” for school websites



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Our Grant Doesn't Include a Social Media Manager

- By Committee
 - Divide and Conquer
- By Students
 - Be careful!
- Start Small and See How it Fits
 - Dedicate just 15 minutes a day



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Future Directions for Social Media Committee



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Research

- Time Use Study
 - How long does it really take to run an effective social media program?
- Evaluation of Social Media Programs
 - Social Network Analysis
 - Spread of knowledge using Disease Transmission framework



Georgia's Social Media Study

Supplemental Nutrition Education through Facebook

- Does indirect education through social media increase positive behavior changes among EFNEP participants beyond direct education alone?
- Control group completed this summer (n=62); intervention group planned for late fall.
- Buy-in from PA to promote FB page.



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Social Media Questionnaire

Name:

Participant ID:

Please mark the circle which most closely reflects what you think of each of the statements below.



- Most dairy foods taste great.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree
- I can help keep my body healthy by eating dairy foods.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree
- Dairy foods are worth the cost.
 Strongly disagree



- Most vegetables taste great.
 Strongly disagree
- I can help keep my body healthy by eating vegetables.
 Strongly disagree
- Vegetables are worth the cost.
 Strongly disagree



- Most fruits taste great.
 Strongly disagree
- I can help keep my body healthy by eating fruits.
 Strongly disagree
- Fruits are worth the cost.
 Strongly disagree
- Reading food labels takes more time than I can spare.
 Strongly disagree



An Equal Opportunity Institution



Social Media Questionnaire

Name:

Participant ID:

Please mark the circle which most closely reflects what you think of each of the statements below.



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- Most fruits taste great.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree
- I can help keep my body healthy by eating fruits.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree
- Fruits are worth the cost.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree
- Reading food labels takes more time than I can spare.
 Strongly disagree Disagree Do not agree or disagree Agree Strongly agree



- Did your program assistant mention EFNEP's Facebook page? Yes No
- Did you like us on Facebook? Yes No
- Did you find our posts helpful? Yes No



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Supporting Your State's New Social Media Programs

<http://efnepsocialmedia.wordpress.com>

<https://www.facebook.com/groups/EFNEPsocialmedia/>

- What additional support or resources do you need to take the plunge into social media?



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