



Using Social Media Safely and Effectively

Austin Brooks, MS, RDN

Alyssa Mako

Virginia Cooperative Extension's Family Nutrition Program

Why use Social Media?

- Almost everyone uses social media
 - Expectation of finding businesses and organizations online and on social media
- Platform to communicate with parents and partners
- Low barrier to entry
- Increasing use of technology in daily lives

Use Social Media to engage the public

- Go where your target audience already is.
- Create engaging, interesting content that's easy to track.
- Give your audience what they want (to be entertained) and what they need (information to improve their lives).




Which Social Media to choose?

- Facebook ▷ 1.71 billion monthly active users
- Twitter ▷ 330 million monthly active users
- Instagram ▷ 800 million monthly active users
- YouTube ▷ 1.57 billion monthly active users
- Pinterest ▷ 1.75 million monthly users
- Snapchat ▷ 187 million daily active users

Facebook

MyPlate 4 hrs · 🌐

Vary your protein routine with beans! Try black bean enchiladas, white bean spread or edamame. Or give this recipe for Strawberries, White Bean, and Edamame Salad a try: <http://go.usa.gov/x9hYT>



Like Comment Share


👍👤 Maine Snap-Ed, Jill W. Sumner and 22 others

19 shares

Write a comment...

Goodful March 14 at 1:01pm · 🌐

Slow Cooker Teriyaki Chicken
FULL RECIPE: <http://bzfd.it/2moo8MU>



1.9M Views

Like Comment Share


👍👤 30K Top Comments

20,344 shares

Write a comment...

eat right. Eat Right Nutrition 17 hrs · 🌐

A distorted view of portion sizes is common but easy to remedy! Use these visualization tips to help your family recognize appropriate portions. #NationalNutritionMonth



Kids and Portion Control | Kids Eat Right
One reason kids may not be eating appropriately sized portions is that they may not recognize what a MyPlate serving size actually looks like.
EATRIGHT.ORG

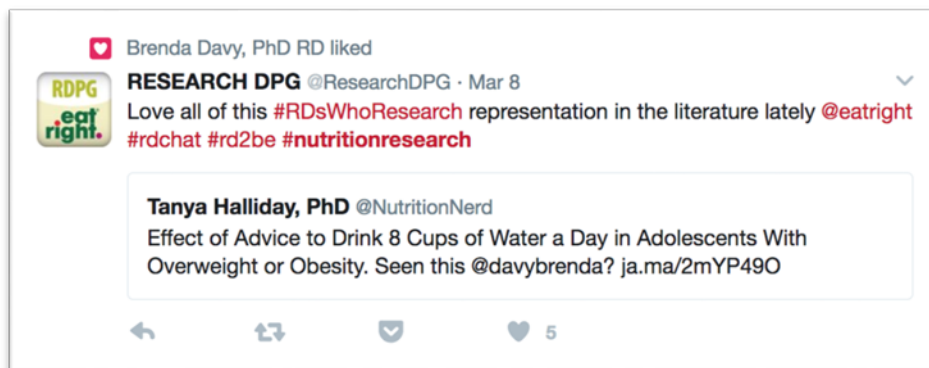
Like Comment Share

👍👤 Juan Luis Rodríguez Baas, Band Kol and 67 others Top Comments

59 shares

Write a comment...

Twitter



Instagram



 **nutritionstripped** [Follow](#)

1,935 likes 1d

nutritionstripped Oooo la la! I just created an amazing corn summer salad coming soon to the NS Blog! Which is also doubling as a little appetizer to celebrate my love turning 30 before a night out celebrating him! 🥰💕💕💕

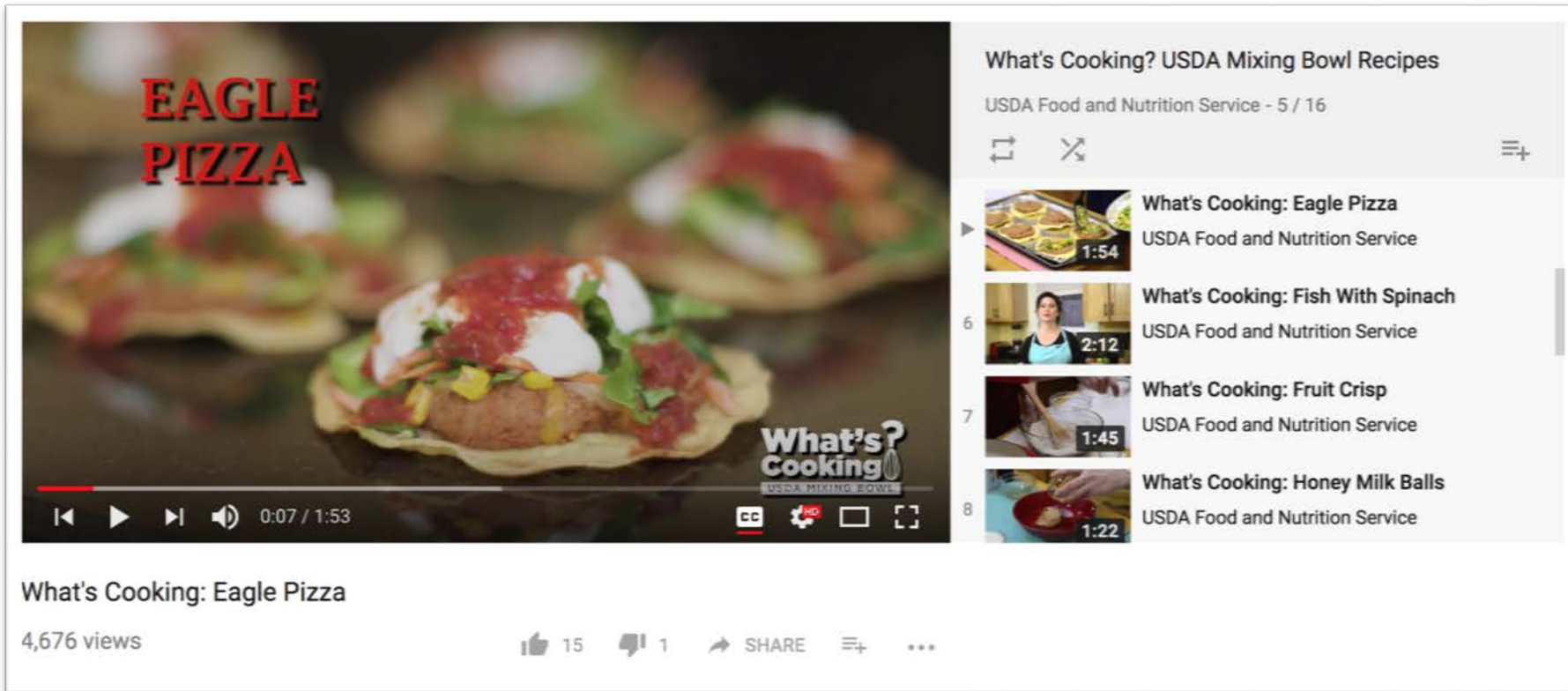
nutritionstripped .

•
•
•

#plantbased #plantpower
#foodstyling #beautifulcuisines
#vscofood #iamwellandgood
#goopmake #feedfeed #f52grams
#bhgfood #tcmlivingwell #instafood
#healthyfoodshare #eeeeeeats
#thechalkboardeats #mindbodygram
#bestofvegan #nashville
#bombesquad #nutritionstripped
#gutfriendly #nutrition

♡ Add a comment... ⋮

YouTube



EAGLE PIZZA

What's Cooking? USDA Mixing Bowl Recipes
USDA Food and Nutrition Service - 5 / 16

What's Cooking: Eagle Pizza
USDA Food and Nutrition Service 1:54

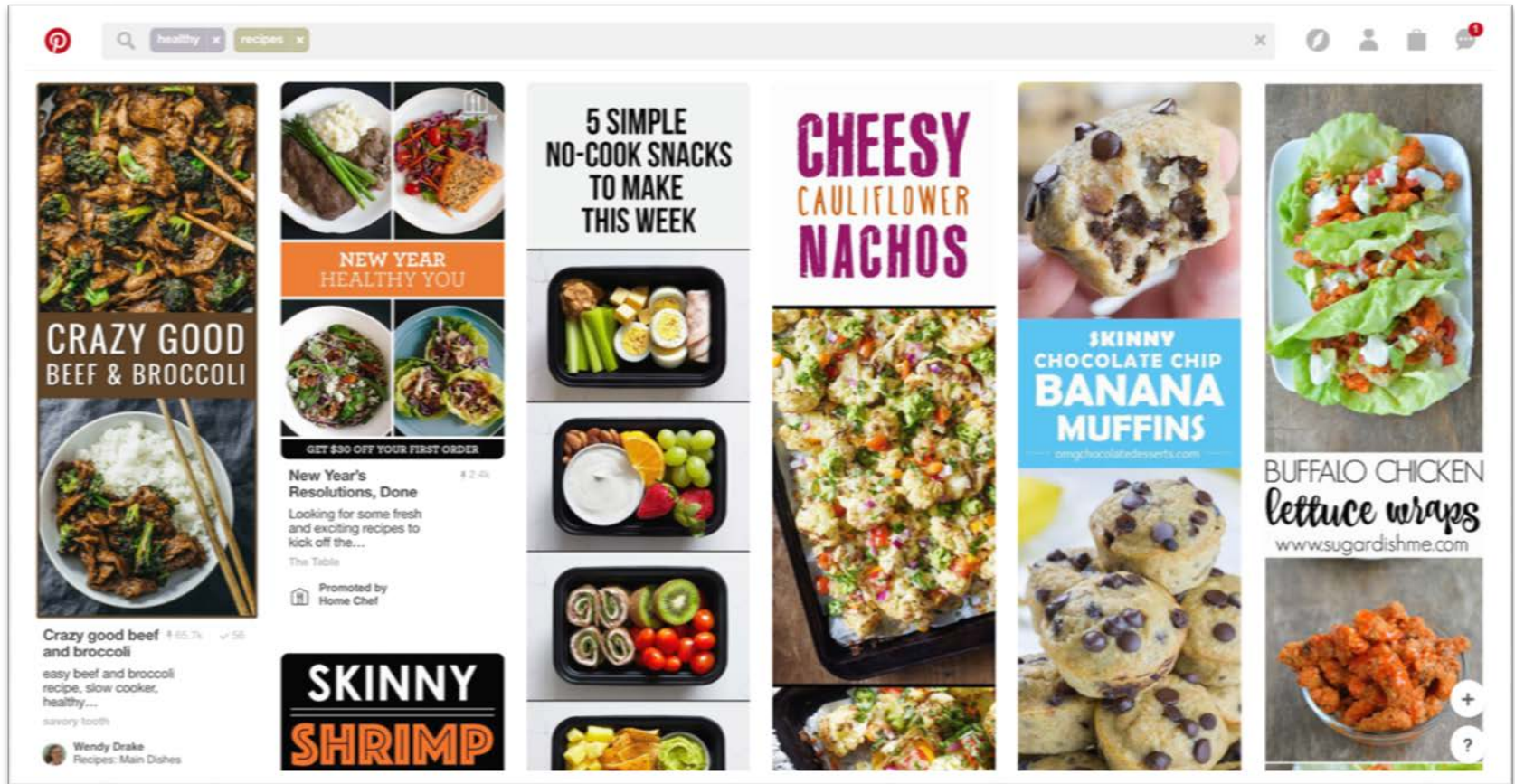
6 What's Cooking: Fish With Spinach
USDA Food and Nutrition Service 2:12

7 What's Cooking: Fruit Crisp
USDA Food and Nutrition Service 1:45

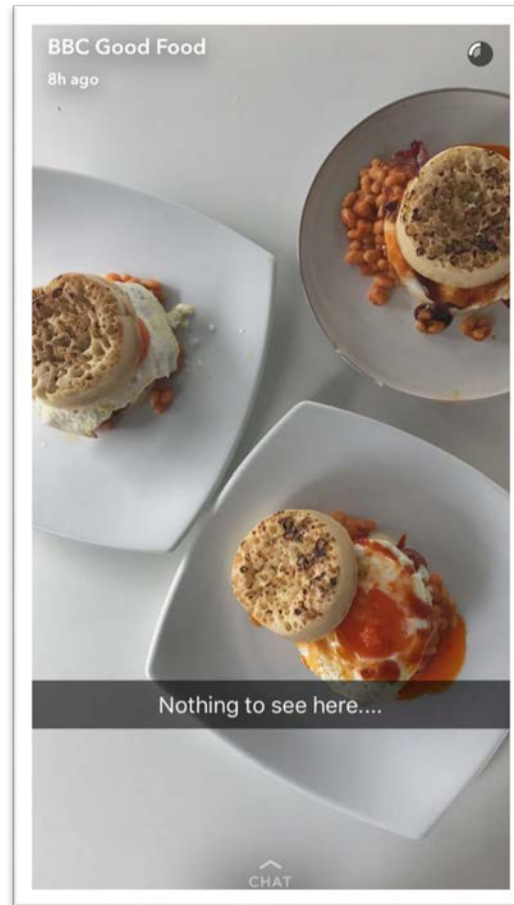
8 What's Cooking: Honey Milk Balls
USDA Food and Nutrition Service 1:22

What's Cooking: Eagle Pizza
4,676 views 15 likes 1 comment SHARE

Pinterest



Snapchat



What to share on Social Media?

- Relevant, informative, timely, and fun content
- Highly visual – pictures and videos are best
- Engaging content - drives reach
 - Asking questions
 - Generating shares, comments, & likes
- Highlight your organization's work
- Volunteer opportunities

What to share on Social Media?

 **Emporia, VA Family Nutrition Program** November 13, 2017 · 🌐

After our lesson on Nutrition Navigation, the kids are taking a healthy break with the parachute!



26 Views


Like Comment Share

1 [Top Comments](#)


 Comment on this post... 🗨️ 📷 🎬 🗨️

 **Emporia, VA Family Nutrition Program** It was!
Like · Reply · 15w

 **John J. Holtkamp** Looks like a lot of fun!
Like · Reply · 15w

 **Emporia, VA Family Nutrition Program** Published by Tia Powell (?) · January 12 · 🌐



Fried rice is on the menu! Culinary arts ❤️




People have watched this video for a total of 17 minutes [Boost Post](#)

80 Views

Like Comment Share

  NaTeesha Maryland, John J. Holtkamp and 2 others

1 Share

 Write a comment... 🗨️ 📷 🎬 🗨️

What to share on Social Media?



Culpeper VA Family Nutrition Program ...

Published by Austin Brooks [?]

Like This Page · August 16 · 🌞

Fauquier Education Farm donated 350 pounds of fresh tomatoes and 40 cantaloupes fresh from the garden. The produce was delivered to a local food closet, the Culpeper County Health Department, the local free lunch program and used in my program this morning at the [Free Clinic of Culpeper](#), I can't say how much I value my local partners in my work! Thank you!

📍 Tag Photo 📍 Add Location ✎ Edit

👥 63 people reached

[Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

👍 3



Write a comment...



What *NOT* to share on Social Media?

- Identifying information, including faces
 - Unless you have a media release that specifies social media uses
- Inappropriate or unrelated content
- Unprofessional content - poor grammar, spelling, punctuation, etc.
- Unreliable or biased sources
- Copyrighted materials without permission

How to promote your Social Media?

- Add social media links to everything!
 - Website
 - Newsletters
 - Email signatures
 - Business cards
 - Print materials
- Networking with other organizations that connect with your audience
- Word of mouth

How to promote your Social Media?

Do you use social media?

Connect with us online to find...

- Delicious, healthy recipes your family will love
- Motivational messages to help you live better
- Success stories from our participants
- Physical activity videos and information
- Nutrition facts and tips
- Tips for shopping on a budget



Alyssa Mako

Social Media and Marketing Strategist

Family Nutrition Program (EFNEP and SNAP-Ed)

Virginia Cooperative Extension

Department of Human Nutrition, Foods and Exercise

Virginia Tech

330 Wallace Hall

Blacksburg, VA 24061

(540) 231-1218

amako@vt.edu

www.eatsmartmovemoreva.org

www.facebook.com/VaFNP

www.twitter.com/VaFNP

**Eat Smart
Move More**
Virginia Cooperative Extension • Family Nutrition Program

The Family Nutrition Program contributes to the reduction of healthcare costs for 148,000 limited income Virginians by promoting healthy eating, active living, safe food handling, and thrifty food shopping.

Follow us | Like us

Facebook: www.facebook.com/VaFNP

Twitter: www.twitter.com/VaFNP

Instagram: www.instagram.com/VaFNP

Pinterest: www.pinterest.com/VaFNP

YouTube: www.youtube.com/user/VAFamilyNutrition



**Eat Smart
Move More**

Virginia Cooperative Extension • Family Nutrition Program
www.eatsmartmovemoreva.org

Virginia Cooperative Extension programs and employment are open to all. Virginia Cooperative Extension and USDA are equal opportunity/affirmative action employers. This material was partially funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This material was partially funded by the Expanded Food and Nutrition Education Program, USDA, NIFA.



**Eat Smart
Move More**
Virginia Cooperative Extension • Family Nutrition Program

Virginia Family Nutrition Program

FREE resources for your organization



FNP Social Media & Digital Resources for Partners

- Social media content
 - Provide content or publishing partnership
- E-newsletter for parents
- Recipes
- Videos

Virginia Family Nutrition Program
@VaFNP

Like Follow Share ...

Learn More Message

Virginia Family Nutrition Program
57 subscribers

CUSTOMIZE CHANNEL CREATOR STUDIO

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

VA Family Nutrition
@VaFNP

Tweets 3,402 Following 417 Followers 468 Likes 570 Lists 4 Moments 1

Edit profile

It's a SNAP to use EBT at Virginia Farm...
38 views • 3 months ago

Many Virginia farmers markets now accept SNAP/EBT. Find a SNAP-friendly farmers market near you:
<http://blogs.ext.vt.edu/eatsmartmove...>

VA Family Nutrition
@VaFNP

Teaching healthy eating, active living, safe food handling and thrifty shopping to limited-resource Virginians. Visit us on FB: facebook.com/VaFNP

Virginia
eatsmartmovemoreva.org

Tweets Tweets & replies Media

VA Family Nutrition @VaFNP · 2h
Want to be a better cook? It starts with the right tools: ow.ly/Rm2U03grABk. #EatSmart #CookSmart #mealprep

Essential Kitchen Tools for Beginner Cooks
These essential kitchen tools will help cooks prepare healthy and delicious meals. eatright.org

Your Tweet activity
Your Tweets earned 4,192 impressions over the last 28 days
[View your top tweets](#)

Who to follow Refresh View all
Fitness Foundation @Fit... x

vafnp Edit Profile

122 posts 143 followers 91 following

VA Family Nutrition Program Healthy eating, active living, safe food handling and thrifty shopping tips for limited-resource Virginians. Find SNAP-eligible farmers markets: blogs.ext.vt.edu/eatsmart-movemore/virginia-farmers-markets-accepting-snap

POSTS SAVED

Virginia Family Nutrition Program

17 Followers 31 Following

ext.vt.edu/food-health/ - Virginia's The Virginia Family Nutrition Program, offered through Virginia Cooperative Extension, helps Virginia families Eat Smart and Move More for better health.

Boards Tried

- Create board
- Eat Smart** 23 Pins
- Move More** 20 Pins
- ESMM at Farmers Markets** 17 Pins
- Food Safety** 21 Pins
- FNP Recipes** 8 Pins
- Gardening** 8 Pins
- Healthy Families** 24 Pins
- Meal Planning** 8 Pins
- Make a Change** 11 Pins

Black Bean Stuffed Peppers

Ingredients:

- 16 oz black beans, drained
- 2 green onions, finely chopped
- 1/2 cup diced onion, optional
- 1/2 cup diced bell pepper, optional
- 1/2 cup diced tomato, optional
- 1/2 cup diced carrot, optional
- 1/2 cup diced celery, optional
- 1/2 cup diced mushroom, optional
- 1/2 cup diced zucchini, optional
- 1/2 cup diced eggplant, optional
- 1/2 cup diced cauliflower, optional
- 1/2 cup diced broccoli, optional
- 1/2 cup diced spinach, optional
- 1/2 cup diced kale, optional
- 1/2 cup diced collard greens, optional
- 1/2 cup diced chard, optional
- 1/2 cup diced turnip, optional
- 1/2 cup diced rutabaga, optional
- 1/2 cup diced parsnip, optional
- 1/2 cup diced sweet potato, optional
- 1/2 cup diced yam, optional
- 1/2 cup diced pumpkin, optional
- 1/2 cup diced squash, optional
- 1/2 cup diced butternut squash, optional
- 1/2 cup diced acorn squash, optional
- 1/2 cup diced spaghetti squash, optional
- 1/2 cup diced zucchini, optional
- 1/2 cup diced eggplant, optional
- 1/2 cup diced cauliflower, optional
- 1/2 cup diced broccoli, optional
- 1/2 cup diced spinach, optional
- 1/2 cup diced kale, optional
- 1/2 cup diced collard greens, optional
- 1/2 cup diced chard, optional
- 1/2 cup diced turnip, optional
- 1/2 cup diced rutabaga, optional
- 1/2 cup diced parsnip, optional
- 1/2 cup diced sweet potato, optional
- 1/2 cup diced yam, optional
- 1/2 cup diced pumpkin, optional
- 1/2 cup diced squash, optional
- 1/2 cup diced butternut squash, optional
- 1/2 cup diced acorn squash, optional
- 1/2 cup diced spaghetti squash, optional

Directions:

- Preheat oven to 350°F. Spray 9" x 13" pan with nonstick.
- Fill pan with ingredients, leaving space for meat, cooking through the center. Season sides and top with oil.
- Use high heat, cooking until vegetables are tender.
- Fill each pepper half with bean mixture and place in pan.
- Roast 45 minutes or until done.
- Cover with aluminum foil and bake for 30 minutes.
- Remove foil and sprinkle each half with cheese. Bake uncovered for 5 minutes or until cheese is melted.

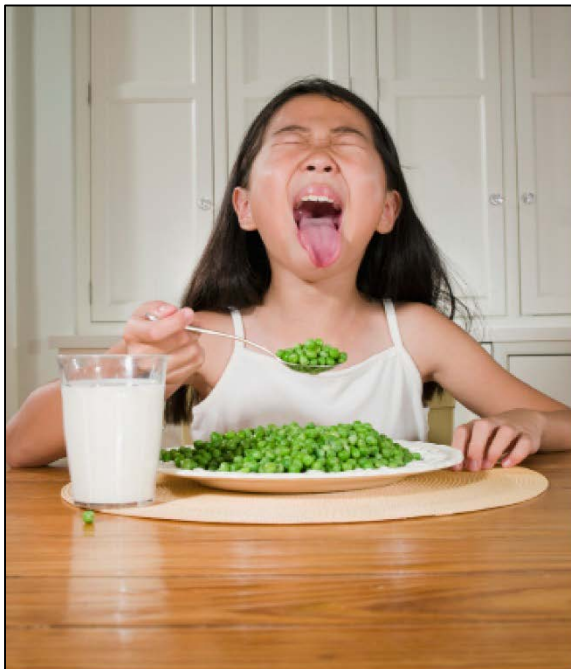
Your Kids Love
to Play with You.



Try to play outside
with your children
every day.

Play tag or throw balls. Go for an “adventure walk,” taking time to stop
and discover while you walk outside.

We have
healthy
lifestyle
content to
share with
partners!



New Foods Take Time

Kids don't always take to
new foods right away.

Offer new fruits and veggies
many times, served a variety
of ways.



"Perfection is not attainable, but if we chase perfection we can catch excellence."

~ Vince Lombardi

**EatSmart
MoveMore**



We have
healthy
lifestyle
content to
share with
partners!



Happy Oatmeal Day!

#EatSmart



**EatSmart
MoveMore**
Virginia Cooperative Extension • Family Nutrition Program

Aerobic exercise (aka cardio) is good for your heart.

[View this email in your browser](#)



Cardio Exercise for Healthy Hearts

Physical activity is an important part of a heart-healthy lifestyle. When you move your body, your heart pumps oxygen-rich blood to fuel active muscles. This helps increase your heart's strength and endurance. A stronger and fitter heart is more efficient and healthy, which can reduce the risk of heart diseases and stroke.

Recipes are very popular and engaging on social media



vafnp

vafnp Leafy greens are in season in the fall. This recipe for Spinach Quinoa Pilaf is a quick and easy dish for weeknight meals. Feel free to switch the spinach for swiss chard or beet greens. To swap in tougher greens like kale or collard greens, add these along with the onion and garlic so they have time to soften up...

.
. .

#EatSmart #MoveMore #leafygreens
#quinoa #VirginiaGrown #recipes
#healthyeating #healthyliving




elenapepper67, shalomfarms, falllinefarms, larderda, virginiafarmersmarkets, mamachallenge, alyssamako, che_nom, easywayto5aday and regeneration_fit like this

OCTOBER 11

Add a comment...

...

Videos are especially engaging




Virginia Family Nutrition Program

Published by Alyssa Mako [?] · June 12 · ✨

⋮

Stir fries are great for adding flavor to your menu, and can easily be customized to fit your [#BetterPantry](#). Create a new favorite today!



Build Your Own Stir Fry

02:01

✔ **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 3,500 people.

👤 Your video is popular with [women between the ages 18-24](#) Boost Post

👍❤️ Anna Traylor, Alya Aboulhosn and 5 others 1 Share ⌵

👍 Like 💬 Comment ➦ Share

Performance for Your Post

1,772 People Reached

648 Video Views

98 Reactions, Comments & Shares i

75 👍 Like	6 On Post	69 On Shares
3 ❤️ Love	1 On Post	2 On Shares
12 Comments	0 On Post	12 On Shares
8 Shares	1 On Post	7 On Shares

277 Post Clicks

27 Clicks to Play i	0 Link Clicks	250 Other Clicks i
--	-------------------------	---

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

FNP Videos on variety of health topics

Virginia Family Nutrition Program
58 subscribers

CUSTOMIZE CHANNEL CREATOR STUDIO

HOME VIDEOS **PLAYLISTS** CHANNELS ABOUT

Created playlists SORT BY

Move More, Virginia!	Move More, Moms!	Eat Smart at Farmers Markets	Build Your Own #BetterPantry Recipes	Eat Smart, Move More 2016	Staff Testimonials
Eat Smart, Move More 2015	Eat Smart, Cook More 2014	Eat Smart, Move More, Slim Down 2013	Eat Smart, Move More 2012	Eat Smart, Move More 2011	

Build Your Own





Thank you for your attention.

Questions?

Austin Brooks anb1044@vt.edu

Alyssa Mako amako@vt.edu

www.eatsmartmovemoreva.org