Using Social Media Safely and Effectively

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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
Twitter

Vandana Sheth RD liked
@eatrightPRO · Mar 6
Join the #NNMchat on 3/8 to talk about food and nutrition experts in celebration of #RDNday and #NationalNutritionMonth! @healthRD

#NNMchat

March 8
at 12 p.m. CST
hosted by @eatrightPRO and @healthRD

Jennifer Neily RDN @JenniferNeily · Mar 6
8 High-Protein Dinners You Can Make in 2 Minutes by @TobyAmidor
bit.ly/29UNPOv #rdchat

Brenda Davy, PhD RD liked
@ResearchDPG · Mar 8
Love all of this #RDsWhoResearch representation in the literature lately @eatright
#rdchat #rd2be #nutritionresearch

Tanya Halliday, PhD @NutritionNerd
Effect of Advice to Drink 8 Cups of Water a Day in Adolescents With Overweight or Obesity. Seen this @davybrenda? ja.ma/2mYP49O
Instagram

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 #vscocoffee #iamwellandgood #goopmake #feedfeed #152grams #bhgfood #tcmlivingwell #instafood #healthyfoodshare #eeeeeats #thechalkboard #mindbodygram #bestofvegan #nashville #bombesquad #nutritionstripped #gutfriendly #nutrition
YouTube
Pinterest
Nothing to see here....
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?

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

Emporia, VA Family Nutrition Program
November 13, 2017

Fried rice is on the menu! Culinary arts

Emporia, VA Family Nutrition Program
Published by Tia Powell
January 12

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! · 1
Like · Reply · 15w

People have watched this video for a total of 17 minutes

NaTeesha Maryland, John J. Holtkamp and 2 others
1 Share
What to share on Social Media?

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!
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

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

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www.eatsmartmovemoreva.org
www.facebook.com/VaFNP
www.twitter.com/VaFNP

Eat Smart, Move More

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.
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
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

We have healthy lifestyle content to share with partners!

Happy Oatmeal Day!
#EatSmart
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
Videos are especially engaging
FNP Videos on variety of health topics
Build Your Own

Fruits
Vegetables
Grains
Protein
Oils
Dairy

ChooseMyPlate.gov
ChooseMyPlate.gov
ChooseMyPlate.gov
ChooseMyPlate.gov
ChooseMyPlate.gov
ChooseMyPlate.gov
Thank you for your attention.

Questions?

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www.eatsmartmovemoreva.org