EFNEP stepping up to the PLATE

National 2013 EFNEP Meeting

Exploring the Use of Social Media in EFNEP

March 11-14, 2013 | The Fairfax at Embassy Row
Exploring the Use of Social Media in EFNEP

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Southern Region Social Media Committee

Can Social Media help EFNEP:
• Recruit?
• Reinforce?
• Remind?
• Relate?
• Retain?

Other driving questions:
• Who?
• What?
• When?
• Where?
• How?
Social Media Committee explored...

- Multiple perspectives (EFNEP participant, peer educator, & professional)
- Existing social media policy
- EFNEP’s current social media presence
  - How others are using/evaluating social media
- EFNEP Social Media Strategies
Perspective - Professional

- Provide nutrition info to reinforce face-to-face meetings
- Recruit EFNEP participants
- Communicate with EFNEP staff

Most used social media sites...

Social Media Use
No [24]
Yes [17]

Maintenance
- State-level professional
- County-level professional
- Paraprofessional
- Other
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
- YouTube
- Pinterest
- Twitter
97% of respondents were female

80% have a personal social media account
Literature says...

- Facebook is an effective strategy to recruit low-income women to online nutrition education (B. Lohse)
- Incorporating social media can help increase website usage (S.L. Francis, P. Martin, K. Taylor)
- Paraprofessionals’ perceptions – advantage: reach more disadvantaged families, disadvantage: Internet access is inconsistent and wide range of computer literacy (Singleterry, Horodynski)
- 5-year Retrospective look at the IFIC Food & Health Survey show health practitioners should focus on understanding the individual needs of Americans rather than just delivering information. There needs to be connectivity and a sense of trust between the public and health professional. (Hornick et al)
Major Themes from Focus Groups

• Theme 1: CONTENT
• Theme 2: APPEARANCE
• Theme 3: MAINTENANCE
• Theme 4: TRUST
Theme 1: CONTENT

Participants stated they would like to see:

- Recipes, including EFNEP recipes, new recipes, and the ability to share recipes with other participants
- Nutrition tips and health information, including information for special populations
- Information about deals and promotions (e.g., sales and coupons)
Theme 2: APPEARANCE

“[It should be] an exciting page, you know, you don’t want to visit a boring...site you know, [where] all you doing is just sitting there just reading everything...make it vibrant, make it live.”
Theme 3: MAINTENANCE

“It would have to be daily maintenance; I’m not going to come back a week later, and not have the answer, ‘cause I would rather go to Google.”
Theme 4: TRUST

“[I don’t have concerns about receiving information through YouTube] just as long as it’s legitimate and researched.”
Case Study: Virginia Family Nutrition Program

Theme 4: Trust
• Based on feedback from Program Assistants, we created “local” Facebook pages
  – More trust with a face clients recognize
• Co-admin “local” pages with PA
  – PA brings personal relationship
  – RD brings credibility

Theme 3: Maintenance
• Fresh Content, served twice daily, 7 days a week!
  – Same posts on state & local pages
  – PA’s post events as needed
• Monitoring constantly
  – I try to respond within 12 hrs
  – During the work day, almost instantaneously
• Analytics weekly
  – Detailed analysis on stats
• Quarterly reports
  – More general analysis on progress
Case Study: Virginia Family Nutrition Program

Theme 1: Content

• Importance of adhering to Guidance in content
  – Research-based
  – Reflect USDA Recommendations aka Dietary Guidelines
  – Current knowledge on nutrient requirements
  – Unbiased
  – No specific product mentions

*Success Stories and Recipes are our most popular posts

Theme 2: Appearance
## Case Study: Virginia Family Nutrition Program

### Community Partners and Stakeholders

Develop collaborative communication plan to:

1. Share FNP content through CP&S social media channels
2. Share CP&S content through FNP social media channels

In order to put forth a unified message through multiple media streams, increasing the exposure to calls to action and likelihood of behavior change in our target population(s)

### Future Expansion of Social Media

- Electronic Newsletter Series
  - Use to promote social media
- Updated Website (in the works)
- Blog (Phase 2 of website revision)
- Online Recipe Database
- Pinterest
  - Once recipes online
- Better utilization of YouTube
  - Need additional resources for video production
## Case Study: Virginia Family Nutrition Program

### Successes

- **153%** growth in Facebook audience in 1\(^{st}\) 3 months, **45.7%** growth in 2\(^{nd}\) 3 months
- Facebook Highlight- 20 comment discussion on post by follower
- **50** followers in 1\(^{st}\) 3 months, **155%** growth in Twitter audience in 2\(^{nd}\) 3 months
- Twitter Highlight- Retweeted by @OrganWiseGuys, @ACEfitness and @EatHealthyInfo (by AND)
- 6 “local” Facebook Pages to date
  - PAs “buying in” to social media
- Collaboration with Food Safety Specialist in VCE to promote her resources for seafood safety and handling

### Challenges

- **Reaching target audience**
  - Need better promotion, particularly by PAs
- **Measuring impact**
  - How to assess behavior change due to social media
  - Further, how to assess public value of FNP’s social media
- **Funding**
  - Scrapped plan for App
- **Technical expertise**
  - Don’t be intimidated!
Case Study: Virginia Family Nutrition Program

15-30 mins
Create & Schedule day’s posts
Monitor sites
Research nutrition & physical activity news and resources

1 hr
Weekly Analytics
Track what you post to prevent repeating
Respond to comments

1 hr
Quarterly Reports

Social Media
~50% of my job
• Don’t necessarily need dedicated social media position

How to Transfer Admin Rights
• Organization email address
• Share log-in & password
Social Media Guidelines:

*Things to consider when starting your own Facebook page*

**Be honest.**

Don’t post anonymously, use pseudonyms or false screen names.

**Protect EFNEP participants.**

EFNEP participants should never be cited or referenced without their explicit approval.

**Stay positive.**

Avoid arguments and make sure what you say is factually correct.

**Don’t forget your day job.**

Make sure that social media does not interfere with your job or other commitments.
Tips for Facebook posts

Quality matters.
Use a spell-checker. Write in simple language. Remember your audience is not only participants, but also community partners, university faculty, and other professionals.

Be concise.
Avoid writing lengthy posts or posts with jargon.

Be engaged.
Encourage colleagues to engage with the page; if someone posts an accomplishment, respond with positive feedback. If someone asks a question, be sure it is addressed quickly.
Facebook post ideas:

• If you are grocery shopping and see a sale on a healthy item, identify the store location and sale (e.g. “I’m at the local grocery store on Western Blvd and they have broccoli for $1.12/lb!).

• If you are craving an unhealthy food, but chose a healthy alternative snack (e.g. “I was craving fast food driving home from work—but instead snacked on a bag of carrot sticks I had packed in my purse!)

• My kids loved the mashed potato and cauliflower I made for dinner from this week’s Recipe of the Week!

• My goal this week is to go for a walk after dinner every night! Does anyone want to join me in the challenge?
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Visual cues can help with portion sizes—a serving of meat or fish</td>
<td>5 Recipe</td>
<td>6 Buy vegetables and fruits in their simplest form. Pre-cut, pre-washed,</td>
<td>7 “Strength is the ability to break a chocolate bar into four pieces with</td>
<td>1 For added exercise, briskly walk to the bus stop then get off one</td>
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<td>should be the size of a deck of cards and half a cup of mashed potato,</td>
<td></td>
<td>ready-to-eat, and processed foods are convenient, but often cost much</td>
<td>your bare hands—and then eat just one of the pieces.” –Judith Viorst</td>
<td>stop early</td>
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<td>rice, or pasta is about the size of a traditional light bulb.</td>
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<td>more than when purchased in their basic forms.</td>
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<tr>
<td>11 It might not be your child’s first choice, but doing household</td>
<td>12 Recipe</td>
<td>13 Safety Tip: Rinse fruits before preparing or eating them. Under clean,</td>
<td>14 Valentines Day</td>
<td>8 In a crunch and need to buy fast food? WedMD gives some suggestions</td>
</tr>
<tr>
<td>chores is a very effective way to get exercise. Mopping, sweeping,</td>
<td></td>
<td>running water, rub fruits briskly to remove dirt and surface microorganisms.</td>
<td></td>
<td><a href="http://www.webmd.com/food-recipes/features/10-best-fast-food-meals">http://www.webmd.com/food-recipes/features/10-best-fast-food-meals</a></td>
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<tr>
<td>taking out trash, dusting or vacuuming burns a surprising number of</td>
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<td>After rinsing, dry with a clean towel.</td>
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<td>calories.</td>
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<td>18 <em>Herbs</em> are a salt free way to lift a dish from okay to</td>
<td>19 Recipe</td>
<td>20 Did you know skipping meals slows down your metabolism and increases</td>
<td>21 Are your kids exhausted after school? Daily exercise is important for</td>
<td>22 Have you planned your meals and shopping list for next week?</td>
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<td></td>
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<td>your hunger? Being healthy doesn’t mean being hungry.</td>
<td>health &amp; academic success. After some physical activity &amp; a healthy</td>
<td>Planning ahead makes your life easier and healthier!</td>
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<td>snack, kids are more alert and focused to get homework done.</td>
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<td>25 Remember, even if you plan to peel vegetables or fruit before</td>
<td>26 Catching up with a family member or friend? Go for a walk with them</td>
<td>27 Recipe</td>
<td>28 If you’re hardly drinking any water, it will take time to make it a</td>
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<tr>
<td>eating, it is still important to wash it first.</td>
<td>or walk while you’re talking on your cell phone.</td>
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<td>habit. Try drinking a glass in the morning after you brush your teeth</td>
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<td>and before meals. Then slowly incorporate some of these habits so that</td>
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<td>you are reaching your daily goal of drinking lots of water.</td>
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<td>Safety Tip: Rinse fruits before preparing or eating them. Under clean, running water, rub fruits briskly to remove dirt and surface microorganisms. After rinsing, dry with a clean towel.</td>
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<td>Valentine’s Day</td>
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<td>15</td>
<td>Instead of buying candy for your loved ones, take a moment and write them a love letter.</td>
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<td>Still occasionally craving a soda or other unhealthy beverage? Drink an equal amount water just before opening the beverage. This will limit your craving and help to offset the negatives.</td>
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YES!!!
SUPPLEMENTAL MATERIALS AVAILABLE ON EFNEP.ORG

- Bibliography of literature
- Virginia Social Media Policy
- Facebook Dos and Don’ts for Program Assistants
- Summary of Professional and Paraprofessional Survey Results
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ANY QUESTIONS???