The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red speech bubble is centered on the page, pointing downwards. The text is contained within this bubble.

Friday Forum: Review of WA SNAP-Ed Social Media Guidelines and Tips for Writing Social Media Posts

June 18, 2020

TODAY'S AGENDA

During today's forum, we will
cover

- The WA SNAP-Ed Social Media Guidelines
- Tips and best practices for using social media in WA SNAP-Ed

Social Marketing vs. Social Media

Social Marketing

“The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.”

Social Media

“A strategic communication tool” that may include social networks, blogs, and/or user-generated content for the purpose of disseminating information, facilitating engagement, and reaching diverse audiences.

Key Takeaway

Social media and social marketing are NOT the same thing. Each can be done independent of the other.

Sources:

FY 2021 SNAP-Ed Plan Guidance https://snaped.fns.usda.gov/sites/default/files/documents/508_Compliant_FY_2021_SNAP-Ed_Plan_Guidance_04-13-2020_No_Doc_Number.pdf

CDC Enterprise Social Media Policy <https://www.cdc.gov/maso/policy/SocialMediaPolicy508.pdf>



Poll: What is your favorite
social media channel?



WASHINGTON STATE SNAP-ED SOCIAL MEDIA GUIDELINES

We created these guidelines for social media management and promotion in the Washington state SNAP-Ed program. They were developed as a result of a review of the literature, review of guidelines and strategies from SNAP-Ed colleagues across the country, review of guidelines and practices from Washington state providers and input from Implementing Agencies.

These guidelines are intended to help SNAP-Ed providers use social media in their local program in ways that are consistent with SNAP-Ed guidance and the priorities and goals of the Washington state SNAP-Ed program. These guidelines are a resource for providers who are unsure what to post, how to target an audience, and/or need guidance on how to run social media in general.

WA SNAP-Ed Social Media Guidelines

Available on <https://wasnap-ed.org/curriculum/training/>

WA State Guidelines

Why?

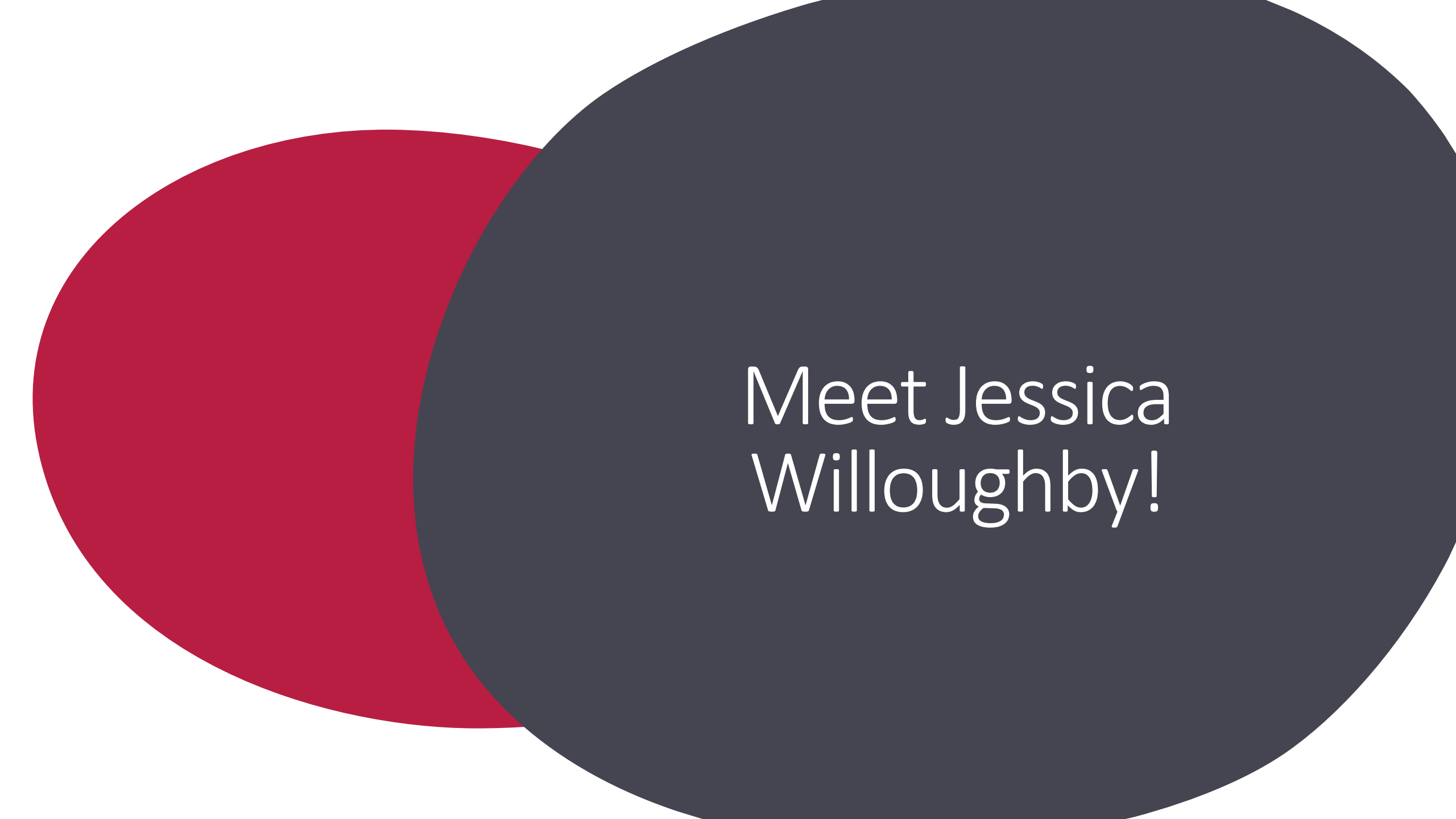
- COVID-19. We know more people are using social media than before.
- Survey. Providers expressed a desire for support in content, training, and other areas.

How?

- Literature review
- Discussions with colleagues in other states
- Review of what is done already in Washington
- Input from IAs

A Brief Summary

- Always maintain professionalism
- Be sure all posts aligns with SNAP-Ed goals
- Use reputable sources
- Only post if you have appropriate permissions
- Consider your audience: reading level, language, representation
- Report activities according to WA guidelines
- When in doubt, contact your IA



Meet Jessica
Willoughby!



Reaching your audience: Social media best practices

Jessica Willoughby, Assistant Professor

Social media



Social media

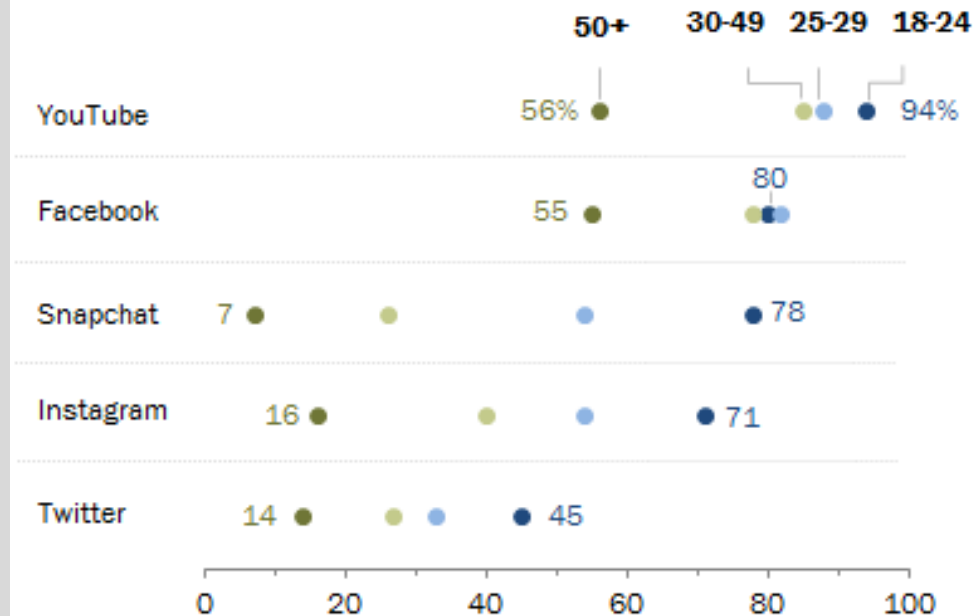
- 88% of 18-29 year olds use some form of social media v. 78% of 30-49 year olds, 64% of 50-64 year olds, and 37% of 65+
- Most people in the U.S. use Facebook and YouTube
- 69% of adults use Facebook; 73% of adults use YouTube
- Adults 65 and older are less likely to use



Social media use by age

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER



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Social media

- Facebook and YouTube most popular with people making < \$30,000 a year and \$30,000-74,999 (69% and 68%; 75%, 72%). 35% and 39% use Instagram.
- Also differences by race
- 42% of Latinos use WhatsApp, while only 13% of white and 24% Black use WhatsApp



So what do all of these do?



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Three “waves”

- We have experienced three “waves” of social media



Three “waves”

- We have experienced three “waves” of social media



Three “waves”



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

SEARCH



Centers for Disease Control and Prevention. CDC twenty four seven. Saving Lives, Protecting People

CDC A-Z INDEX ▾

Bridging the Health Literacy Gap

Home

Clear Communication
Index

Health Literacy Month

International Health
Literacy

National Action Plan to
Improve Health
Literacy

Partnerships

Plain language

Public health practice

Usability

About This Site




Taking Stock of Health Literacy Activities in 2015


Posted on November 20, 2015 by Cynthia Baur



Another October and Health Literacy Month observance has come and gone, and we approach the end of a calendar year and all the stock-taking that often goes along with that.

Many familiar events took place once again in 2015.

- [Wisconsin Health Literacy Summit](#) , a bi-annual event that draws national and international attendance and shares practice-based information on adult literacy and its implications for health, as well as health literacy research and practice
- Institute for Healthcare Advancement (IHA) [annual health literacy meeting](#)  that also attracts participants from many countries with its mix of health literacy research and practice sessions
- [Health Literacy Annual Research Conference](#)  that brings together researchers from different disciplines and countries to share research and interventions

Health literacy even made it on the agenda of an international global development and health conference in Berlin. The [World Health Summit](#) , an annual gathering of international organization representatives, government officials, academics, civil society groups, and students, hosted a health literacy workshop with presenters from five countries.

Three “waves”

- We have experienced three “waves” of social media



Three “waves”

Posts

CDC
June 20 at 11:01 AM · 🌐

Important advice for people in IL, IN, IA, MI, MN, and 6, 12, and 28 oz. vegetable trays have been recalled Cyclospora outbreak. Check your fridge for product retailers: <http://bit.ly/2tequwV>



The image shows a 'RECALL' notice for vegetable trays. It features a large red 'RECALL' stamp, a photo of a vegetable tray, and a photo of a 'Small Veg Tray w/Dip' with a barcode and recall information. The text states: 'Veg Tray w/Dip' and 'Small Veg Tray w/Dip'.

Like Comment

495

1,980 Shares

CDC

CDC @CDC

- Home
- Posts
- Videos
- Photos
- About
- Comment Policy
- Events

Most Relevant

Like Follow Share

Suicide Prevention Strategies



The diagram shows a central play button icon surrounded by four puzzle pieces representing strategies for prevention. The strategies are: 'Strengthen economic supports', 'Strengthen access & delivery of suicide care', 'Create protective environments', and 'Lessen harms & prevent future risk'.

Strategies for Prevention Include:

- Strengthen economic supports
- Strengthen access & delivery of suicide care
- Create protective environments
- Lessen harms & prevent future risk

Antibiotic Resistance



DESIGNED TO KILL THEM.

Healthy Pregnancy Tips Fro...



224 335



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Three “waves”

- We have experienced three “waves” of social media

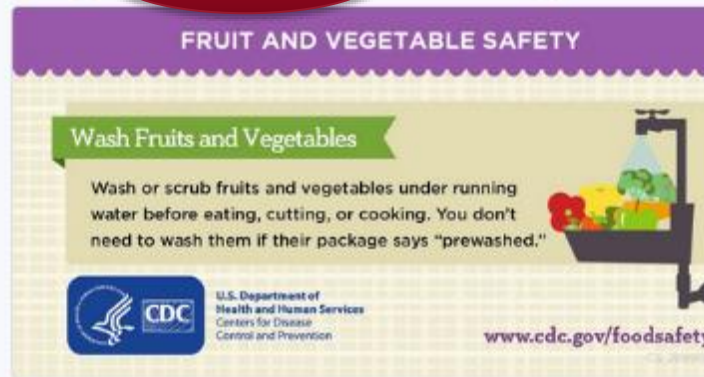


Three “waves”



CDC @CDCgov · Jun 21

Wash fruits and vegetables in running water before eating, cutting, or cooking. [go.usa.gov/go/8n](https://www.cdc.gov/foodsafety/) #FoodSafety #NationalFreshFruitandVegetableMonth



2 63 74



CDC @CDCgov · 3h

New Cyclospora Outbreak: 78 people sick in 4 states linked to Del Monte 6 and 28 oz. #vegetable #trays sold at several stores. Read CDC's outbreak notice: bit.ly/2tequwV.



FDA FOOD @FDAfood · Jun 15

Washing your hands is the first step in #foodsafety. Don't Forget! [go.usa.gov/cBQeJ](https://www.go.usa.gov/cBQeJ) #Handwashing



1 46 52



GDA Food Safety @GDAFoodSafety · Jun 20

Keep your family safe by following these simple tips! #FoodSafety #NOCrossContamination @statefoodsafety



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How best to use?

- Build a consistent social architecture
 - It's not about the platform
 - Need objectives and appropriate resources
 - Think of social media as a form of strategic communication
- Consider diversifying
- Think long-term
- Capitalize on opportunities



Strategic use of social media

- Social media is a hybrid element in the promotion mix
- Content, timing and frequency are outside of your control
- This is contrary to traditional communication perspectives where you control the message completely
- You do have initial control, however



Benefits to using social media

- Can communicate directly with members of your target audience
- Can develop mutual understanding (opportunities for two-way communication)
- Creates enduring relationships
- BUT...



Barriers and drawbacks, too



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Some message generalities

- Message
 - Simple messages tend to be most persuasive
 - Use a one-sided message if the audience agrees or is friendly toward the message



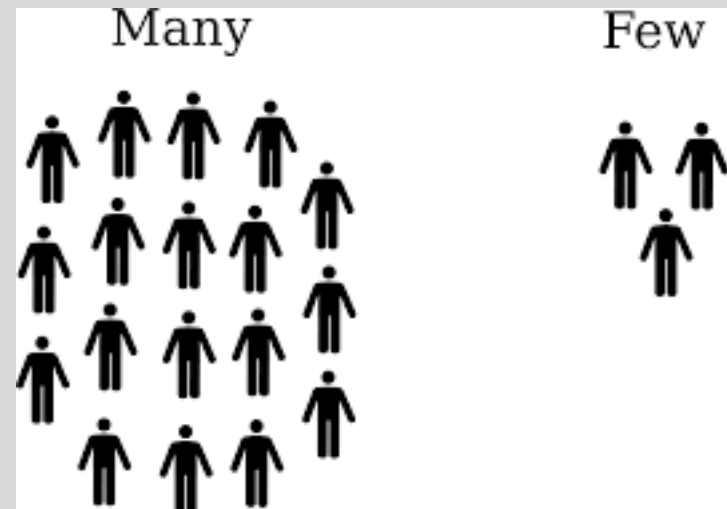
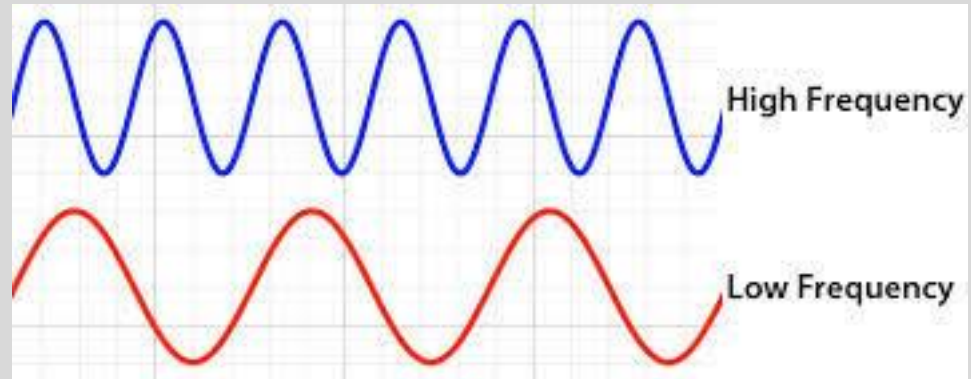
Some message generalities

- Message
 - Use a two-sided message if the audience disagrees and/or will hear the other side of the argument



Some message generalities

- Frequency v. reach
- Increase awareness:
emphasize reach
- Move onto agenda:
emphasize frequency
- Maintain opinion:
emphasize frequency



Emoji lead to more attention, but less credibility



Breakout Activity

- Goal setting with social media
- How might you use social media to promote using EBT at farmer's markets and/or SNAP Market Match?



Breakout Activity - Discussion

- What did you come up with?
- Why did you select the social media you did?
- What were some other options that could have been useful?
- What were some barriers you need to consider?
- Are there other options that could work better?



Questions so far?



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Some social media tips

Considerations

- *Building your audience*
- *Images*



Some social media tips

Consistency

- *Consistent hashtags*
- *Branding*



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Some social media tips

Connection

- *Tag others when applicable*
- *Hashtags for content curations*
- *Engage with audience*



Reaching the Target Audience



- Reading level, for example



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Social Media Plan for July

	Facebook	Instagram
July 1		
July 2		
July 3		
July 4		
July 5		
July 6		
July 7		
July 8		
July 9		
July 10		
July 11		
July 12		



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Social Media Plan for July

	Facebook	Instagram
July 1	Produce distribution update	Information on seasonal produce
July 2	Healthy SNAP recipes, 4 th of July themed	Healthy SNAP recipes, 4 th of July themed
July 3	Food safety messages	Food safety messages
July 4	Fourth of July message with image	Fourth of July message with image
July 5	Physical activity encouragement	Physical activity encouragement
July 6	Stretching your food dollars	Stretching your food dollars
July 7	Outdoor eating suggestions	



Thank you!

Jessica Willoughby: jessica.willoughby@wsu.edu



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What comments and questions
do you have?

THANK YOU FOR JOINING OUR FRIDAY FORUM

A recording of today's call as well as links to the resources mentioned will be posted on the WA SNAP-Ed website.

<https://wasnap-ed.org/>