



**Carrying the Torch for the
Next Healthy Generation**
National Coordinators' Meeting
Arlington, Virginia • February 24-27, 2014

Social Media - An effective tool for Recruitment and Retention

Lorelei Jones, NC State
Austin Brooks, Virginia Tech

Increase Retention

Social media extends the relationship
beyond the face-to-face meeting

Social media should provide: Additional reinforcing information



NC EFNEP – Expanded Food and Nutrition Education Program

Are you looking for an idea for a family meal, that's also quick and easy? Preparing a whole baked chicken is about as easy as it gets. Check out this short "how to" video! Give this post a "like" once you do.

Unlike · Comment · Share · January 24 · @

Shared with: Public

[Embed Post](#)
[Report Video](#)

You and 16 others like this. [Top Comments](#)

53 shares

Write a comment...

Suzanne Perry van Rijn I love roasting a chicken. I usually get 2 to 3 meals out of 1 chicken. After cutting the meat off the bones, I boil them and make chicken stock and then make chicken and rice or chicken and vegetable soup. I also like to make chicken enchiladas or ... [See More](#)
Like · Reply · 3 · January 24 at 1:22pm

Shewana Hairston-McSwain Great video!
Like · Reply · 1 · January 27 at 10:57am

Della Hicks Great
Like · Reply · 1 · January 27 at 11:20am

Katrina Levine Yum! Great video!
Like · Reply · 1 · January 24 at 2:34pm

EFNEP Core Focus Areas

- Cooking
- Food Resource Management

17 Likes

4 Comments

53 (!) Shares

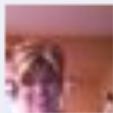
Social media should provide: Reminders of upcoming meetings



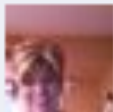
Prince William Family Nutrition Program at Serve

I have a class today at Serve Shelter if anyone wants to come out. From 10 am to 12 noon. Hope to see you there.

Like · Comment · Share · July 2, 2013 at 7:35am in Manassas, VA · Edited · ✖



Write a comment...



Prince William Family Nutrition Program So our class went well! We had a great time. We talked about not only thinking about what we eat, but we sometimes forget about what we drink.

Social media should provide:

A supportive environment offering encouragement



- Participant gained confidence and skills for better cooking at home
 - Reached out with a question
- Program Assistant offered advice and support
- Another participant appreciated the dialogue
 - Bolsters EFNEP's reputation with participants and larger audience

Social media should provide: Two-way communication



Virginia Family Nutrition Program

A friend of FNP asked for some ideas to cook beets. Here is my response:

Great topic! I love beets.

Do they still have the greens attached? You can eat those, prepared as you would any other leafy green (Generic recipe: sautéed with garlic and a splash of vinegar or lemon juice).

Roasted beets are super easy and you can eat them plain or added to other dishes (like a rice pilaf-type recipe, perhaps).

One unusual way I really like to eat beets is to grate them (raw) with some shredded carrots and a simple vinaigrette (olive oil, vinegar, mustard, spices, maybe a touch of maple syrup or honey). Raw beets are so sweet and earthy, I love them.

Finally, you can use beet puree (I would boil or roast them, then mash) as a substitute for fat (oil or butter) in chocolate cake recipes. The cake is really moist, it doesn't noticeably change the flavor, and adds tons of nutrition while cutting calories and fat.

Anyone have other suggestions for cooking beets?

Like · Comment · Share · June 26, 2013 at 5:09pm · ✱

Kenya Onyango, Caroline Stewart Mullins and Kathy Robertson like this.

1 share



Write a comment...



Juliane Thurston pickled beets~

Like · Reply · 1 · June 26, 2013 at 6:25pm



Virginia Family Nutrition Program Yum, I love pickled beets, too.

Like · June 26, 2013 at 7:35pm

- A participant asked how to prepare beets
- Shared question and response with all followers
- Other participants saw and responded to post

115 people reached
(63% of fans)

7 people engaged
4 stories generated

Social media should provide:

A community environment where participants share and learn together



NC EFNEP – Expanded Food and Nutrition Education Program

When seasoning and flavoring your foods, keep in mind the amazing health benefits of garlic! Research suggests garlic may reduce blood pressure, reduce your risk of certain cancers, and help protect your heart. Not to mention it makes food very flavorful. However, don't forget a breath mint afterwards!

Like · Comment · Share · October 30, 2013

3 people like this. Recent Activity ▾

Write a comment...

John Cvb Atkinson It don't but fresh garlic the best like anything
Like · Reply · 1 · October 30, 2013 at 9:31am

NC EFNEP – Expanded Food and Nutrition Education Program Thanks for the comment, John Cvb Atkinson! What's your favorite dish?
Like · October 30, 2013 at 1:57pm

Write a reply...

John Cvb Atkinson I love garlic and I'm a chef and I don't even like Mincing garlic so I buy a big jar already minced so I don't have to do it myself and it have the full favor cause its not dry
Like · Reply · 1 · October 30, 2013 at 9:35am

Emily Foley Does it matter if I use fresh or dry garlic? What's the difference?
Like · Reply · October 30, 2013 at 9:21am

NC EFNEP – Expanded Food and Nutrition Education Program Hi Emily Foley, it does not matter which kind you use. Use what you have on hand. Dried garlic is convenient and will keep for longer than fresh. Fresh garlic may have a stronger flavor. Both are great additions to any dish!
Like · October 30, 2013 at 9:31am



Increase Recruitment

Social media is the digital age version of word-of-mouth advertising



Kenya Onyango reviewed **Virginia Family Nutrition Program**.
June 15, 2013 at 10:09pm · 🌐

★★★★★ This page is helping with eating right and giving great recipes and advise.



Like · Comment · Share

Social Media should: Expand your reach to a larger audience

When EFNEP participants engage with your posts, their social media friends can see the activity



Austin Brooks liked this.



Sustainable Table

Right next to McDonald's even! We need more of these... "Made from reclaimed wood and surrounded by real plants with a carpet of artificial grass leading up, the kiosk is stocked at 10 a.m. every day with an array of fresh salads and snacks consisting mainly of #organic, locally grown produce and assembled at a nearby kitchen just hours before. Whatever is left at the end of each day is donated to a local food pantry."



This Vending Machine Sells Only Fresh Salads And It's Seriously Delicious

huffingtonpost.com

When 27-year-old Luke Saunders told his former boss he was turning down a substantial raise and promotion to create a...

Like · Comment · Share · 241 3 42 · 20 hours ago ·

Social Media should:

Be used to advertise upcoming classes or events

Monthly Food Distribution

[◀ Page Events](#)[✎ Edit](#)

Public · By VA Family Nutrition Adult Program– Culpeper

[Export](#)

📅 Saturday, July 20, 2013

🕒 What time?

📍 Culpeper Methodist Church 1233 Oak lawn Drive

☰ USDA Food Commodity Distribution
(Income eligible) households, on food stamps, Medicaid, SSI, are automatically eligible

[Write Post](#)[Add Photo / Video](#)[Ask Question](#)

Write something...



VA Family Nutrition Adult Program– Culpeper created the event.

Like · Comment · July 5, 2013 at 3:02pm