

2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



HYATT REGENCY CRYSTAL CITY
2799 JEFFERSON DAVIS HWY, ARLINGTON, VA
MARCH 16-19, 2015



EFNEP
Expanded Food and Nutrition Education

EFNEP Social Media Committee: Coordinators Needs Assessment & Future Directions

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EFNEP Social Media Committee

EFNEP Coordinators Needs Assessment 2015

Emily Foley

Extension Associate, EFNEP

North Carolina State University

Use of Social Media in EFNEP

- 2012: 17 of 42 (40.5%) respondents using Social Media
- 2015: 13 of 21 (62.0%) respondents using Social Media

Coordinator's Perceived Benefits of Social Media for EFNEP

- New/Different way to reach participants
 - Useful for recruitment and reaching “the hard to reach”
- Promotion, partnership development and community engagement
- Reinforce direct education and extend contact with participants
- Share EFNEP's message with wider audience
 - Concern about targeting intended audience

Social Media Platforms Used in EFNEP

2012

1. Facebook
2. Twitter
3. YouTube
4. Pinterest and blogs

2015

1. Facebook
2. YouTube and Pinterest
3. Text messaging

Platforms selected based on popularity with EFNEP participants, ease of use, and resources within University.

Coordinator's Perceived Barriers to Using Social Media in EFNEP

- Time, Staff and Resources
- Evaluation
- Relevance to target audience
- Effectiveness and impact for target audience
- Effect on in-person programming

Coordinator's Desired Outcomes of Social Media for EFNEP

- Long-term follow-up data
- Engagement with social media
- Growth in participation of in-person lessons
 - Recruitment and retention
- Proportion of audience that is EFNEP target audience

Currently, most are only evaluating engagement analytics native to social media platforms and some are/intending to survey participants on use of social media.

Social Media Committee Working Groups

Austin Brooks

Project Associate, Family Nutrition Program

Virginia Tech

EFNEP Social Media Toolkit

- 81% of respondents are familiar with EFNEP's Social Media Guidelines
- 67% of respondents are familiar with EFNEP's Social Media Toolkit
- Only 33% have used the Toolkit

Additional Resources Needed for Social Media in EFNEP

- Getting Started Guides for different platforms
- Time Management for Social Media
- Best Practices
- Evaluation and Audience Analysis
- More Vetted Posts
- More User-Friendly Organization of Toolkit

Join a Working Group

- Best Practices for Social Media in EFNEP
 - Including evaluation
 - Contact: Austin Brooks anb1044@vt.edu
- Toolkit Maintenance
 - Revamping and adding new resources, including vetted posts and training materials
 - Contact: Emily Foley ejfoley@ncsu.edu
- Publications and Presentations
 - Translating Social Media Committee's work and aligning with research
 - Contact: Lisa Benavente labenave@ncsu.edu