



EFNEP Southern Region Social Media Committee

Revised October 15, 2015. Original: February 19, 2014

Vetting Instrument for Social Media Posts

Priority

Overall Post*

- Is the post brief and to the point?

Focus on health behavior – actionable content*

- Does the post focus on behavior rather than background information and statistics?

Language/Vocabulary: plan, familiar language with active voice*

- Does the subject of the sentence perform the action?
- Does the post use everyday examples?
- Does it speak in a conversational tone?
- Does it provide any “new” terminology? If so, is it described in the context it is used?
- Is the reading level of the post around the suggested 6th grade? You can measure readability at <http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx>

Check content for accuracy*

- Is the content accurate, research-based, and unbiased?

Food Resource Management, Food Safety, Diet Quality(Food Security), Physical Activity*

- Does the post address one of EFNEP's key areas?

Secondary

Motivation

- Does the post contain multiple motivators?

Steps of presenting health information

- Is there an overview?
- Does the post include the benefits/basics of taking action?

Specific action steps

- Does the post provide steps to action that can be done now?
- Does it tell not just what to do but how to do it?
- Does the post break action down into smaller steps?



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Engagement

- Does the post involve user with the content?

Most important information first

- Is the point of the post revealed in the first sentence?

Positive and realistic

- Does the post highlight motivators and how to overcome barriers rather than focusing on risks?
- Does the post limit words like don't, unless, not, should?

Reference:

U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. (2010). *Health literacy online. A guide to writing and designing easy-to-use health Web sites*. Washington, DC: Author.