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?

**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?
EFNEP Southern Region Social Media Committee

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: