Expanded Food and Nutrition Education Program
EFNEP Social Media Committee

How Do You Decide Which Platform(s) to Use?

Deciding which platform(s) to use can seem like a daunting task. However, consider these questions to help you decide:

What do you hope to achieve by using Social Media?

Do you want to:
- recruit participants?
- provide engagement throughout a series of lessons?
- connect with graduates of your program?
- provide tips for eating healthy and increasing physical activity to support lessons taught during the program?
- share text?
- share videos?
- share pictures?
- do something else?

How much time, resources, and staff do you have to devote to Social Media?

Effective social media marketing takes time. For a description of how much time each platform can take, read here. Also, consider the level of investment in Social Media you want to make.* Refer to *Use of Contemporary Technology in Conjunction with the Paraprofessional Model– Supporting Documentation, June 2017*. Here you can find examples of how Social Media can fall within the categories of Low-, Medium-, and High Implementation. *Note: All contemporary technology approaches must be written into the EFNEP five year plan and annual updates.

Which Social Media platforms are your target audience using?

Facebook is the largest social media network on the Internet. However, depending on your audience, another platform and/or multiple platforms may be used more frequently. Recent data can help you become informed about which platform(s) could work for your program.

Additionally, you can informally collect social media use data through surveys of adult participants. In some states, questions related to social media use are collected during enrollment or graduation from a series of lessons. This data can be compiled in a database so that you can see trends in use. Collecting this data over time can help you adjust your social media strategy to stay relevant to your audience's preferences.

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