



Expanded Food and Nutrition Education Program EFNEP Social Media Committee

Enhancing Program Participation Using Social Media

Limited resource youth and families are becoming more tech savvy than ever before. We have to keep up. Communicating with participants through social media is one way to stay ahead of the curve! Social media can help recruit & retain participants, and reinforce lesson concepts to sustain behavior change.

Simple tips to enhance your program using social media:

1. Keep the content of your posts relevant and interesting to your audience.
2. Keep status updates short and to the point. Try to keep it at 80 characters or less.
3. Update your status daily.
4. Engage participants and be positive. Ask questions to encourage discussion.
5. Respond to comments and questions in a timely manner.
6. Be professional. This means using appropriate language and grammar.
7. Use approved information only.
8. Protect the privacy of participants. Avoid tagging pictures or referencing participants.
9. Whatever is posted on a social media site will be on the Internet forever. Be careful what you say and if you're not sure, don't post it!
10. Remember your day job! Don't spend too much time on social media.