



Expanded Food and Nutrition Education Program

EFNEP Social Media Committee

How To Start Your EFNEP Social Media Marketing Strategy

Social media marketing helps businesses and organizations gain their audience's attention using popular social media sites like [Facebook](#) and [Twitter](#). The idea is to go where your audience already is – browsing their newsfeeds. Social media can play an important role in your overarching marketing strategies to help you reach potential program participants as well as highlighting the works you are doing in your state. Here are some things to remember as you launch your social media initiative:

Step 1: Learn about the different social media networks

There are many social media platforms at your disposal. [Identify the social media channel your target audience uses most.](#) For many organizations, Facebook is the most important social media channel to launch. Facebook is the biggest social media network on the Internet, boasting approximately 1.71 billion active users. EFNEP employees who have already launched social media initiatives have found that this is the most popular social media channel to reach their potential participants. However, many EFNEP employees have also branched out from there to add other channels to their initiatives. Learn more about Facebook and other social media networks [here](#).

Step 2: Brainstorm a marketing strategy

Once you've decided which social media channels you'll use, create a strategy around creating content for your channel. What do you want your social media followers learn from following you? How will you reach program participants using social media? Develop a plan with your team before moving forward with your social media strategy. It's also important to research other EFNEP social media initiatives. Find examples of best practices that will help you understand which strategies work for other programs, and will inspire you to create content that reflects your own program. Educate yourself about using social media for your organization [here](#).

Step 3: Determine an administrative model

Who in your organization will maintain your social media channels? Who should be responsible for creating content? Meet with your team to discuss who will be part of your social media initiative. Organize a social media committee and brainstorm ways to move forward with your initiative. Find an administrative model that fits your organization best. Click [here](#) to read about different administrative models you could use within your organization.

Step 4: Create a content calendar

Like any marketing strategy, it's important to have a plan for your social media content. Create a calendar for your social media content that outlines when your posts will go live. This will help you organize your content and schedule posts during times when your target audience is most likely to see them. Using a content calendar to plan out your posts allows you to share your content ideas with other members of your team before it goes live. This content represents your organization; have someone else look at your content to ensure that your content aligns with your organization's mission.

Creating your content ahead of time will also give you peace of mind. When you create a content calendar, you can add the content to an automatic scheduling tool, which will post your content on set dates and at certain times. Or, you can simply set a reminder in your calendar to post. Either way, your post is already created and ready to go. Use our [content calendar template](#) to get started.

Nutrition Practices • Food Resource Management • Food Safety • Physical Activity • Diet Quality/Food Preparation

February 2017

Monday	Tuesday	Wednesday	Thursday	Friday
<p>National Food Days*</p> <ul style="list-style-type: none"> • Super Bowl (February 7, 2016) • Homemade Soup Day (February 4) • Oatmeal Monday (2nd Monday) • Valentine's Day! (February 14) • Almond Day (February 16) • Pistachio Day (February 26) • Strawberry Day (February 27) • Chili Day (4th Thursday) <p>*http://food.unl.edu/food-calendar</p>	<p>National Food Months*</p> <ul style="list-style-type: none"> • American Heart Month • Bake for Family Fun Month • Berry Fresh Month • Canned Food Month • Chocolate Month • Cherry Month • Grapefruit Month • Potato Lover's Month • Sweet Potato Month <p>*http://food.unl.edu/food-calendar</p>	<p>1</p> <p>Topic: February as American Heart Month Research Link: http://www.cdc.gov/features/heartmonth</p> <p>EMILY FOLEY BLOG DAY</p>	<p>2</p> <p>Topic: Exercising at home Research Link: http://www.cdc.gov/physicalactivity/everyone/videos/</p> <p>EMILY FOLEY</p>	<p>3</p> <p>Topic: Canned foods (nutritional content, saving money, recipes, etc.) Research link: http://www.eatright.org/resource/food/vitamins-and-supplements/nutrient-rich-foods/are-canned-foods-nutritious-for-my-family</p> <p>EMILY FOLEY</p>
<p>6</p> <p>Topic: Sweet potato recipes/benefits/uses (they are in season and nationally recognized in February) Research link: http://www.nswsweetpotatoes.com/usda-sweet-potato-nutritional-analysis/benefits-of-sweet-potato/</p> <p>JUDY D'EREDITA</p>	<p>7</p> <p>Topic: How are resolutions going? Post meant to intrigue participant conversation. Research link: http://www.healthyeating.org/Healthy-Eating/Healthy-Living/Weight-Management/Article-Viewer/Article/233/hows-your-new-year-resolution-going.aspx</p> <p>JUDY D'EREDITA</p>	<p>8</p> <p>Topic: Planning meals Research Link: http://www.cdc.gov/healthyweight/healthy_eating/meals.html</p> <p>JUDY D'EREDITA</p>	<p>9</p> <p>Topic: Enhance the flavor of meals Research link: http://www.eatright.org/resource/food/planning-and-prep/cooking-tips-and-trends/enhancing-the-flavor-of-your-meal</p> <p>JUDY D'EREDITA</p>	<p>10</p> <p>Topic: Enhance the flavor of meals Research Link: http://www.eatright.org/resource/food/planning-and-prep/cooking-tips-and-trends/enhancing-the-flavor-of-your-meal</p> <p>BLOG DAY</p> <p>JUDY D'EREDITA</p>
<p>13</p> <p>Topic: Make time for breakfast/ Health Benefit of Oatmeal Research Links: http://www.eatright.org/resource/food/planning-and-prep/snack-and-meal-ideas/make-time-for-breakfast http://www.healthyeating.org/Healthy-Eating/All-Star-Foods/Grains/Article-Viewer/Article/208/Health-Benefits-of-Oatmeal.aspx</p> <p>LISA BENAVENTE</p>	<p>14</p> <p>Topic: Happy Healthy Valentine's Day! Research Link: http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HealthyEating/Healthy-Valentines-Day-Tips_UCM_322023_Article.jsp#VlvR-9-rRmA</p> <p>LISA BENAVENTE</p>	<p>15</p> <p>Topic: Portion control Research Link: http://www.healthyeating.org/Healthy-Eating/Healthy-Living/Weight-Management/Article-Viewer/Article/348/correct-portion-sizes-how-to-keep-portion-distortion-in-check.aspx</p> <p>BLOG DAY</p> <p>LISA BENAVENTE</p>	<p>16</p> <p>Topic: Talking to your children about their health Research Link: http://www.pbs.org/parents/talkingwithkids/health/healthy.html</p> <p>LISA BENAVENTE</p>	<p>17</p> <p>Topic: Save time by preparing easy freezer meals Research Link: http://www.thirtyhandmadedays.com/2015/08/31-crockpot-freezer-meals-for-busy-weeknights/</p> <p>LISA BENAVENTE</p>

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Sample Content Calendar from North Carolina State University

Step 5: Create awesome content!

Engaging content is key to succeeding at your social media strategy. Find articles, take photos, record videos and post updates about your organization to start building your online audience. Before sharing, make sure your content comes from appropriate sources for your program. Sources that are generally considered appropriate include MyPlate, Kids Eat Right and the United States Department of Agriculture (USDA). We compiled a number of [vetted posts](#) that are ready to use on your social media channels. These posts cover topics like physical activity, healthy eating, food safety, food resource management and more. We encourage you to add them to your content calendar and use them as part of your marketing strategy.

Explore our website further for more information about social media and technology tools you can use to reach more potential participants. Many EFNEP organizations throughout the U.S. and its territories have started developing social media strategies of their own. To see what other areas are doing for their program participants, visit our [States page](#). [Contact us](#) if you are interested in getting involved with our EFNEP social media and technology committees.