**EFNEP Professional Social Media Use Survey:**

42 universities participated in the survey. Social media use was evenly split—17 universities actively use social media for EFNEP, and 245do not use social media for EFNEP.

**Purpose:**

Of the 17 schools that used social media, the three most common reasons were:

1. Provide nutrition information to reinforce face-to-face meetings
2. Recruit EFNEP participants
3. Communicate with EFNEP staff (professional and/or paraprofessional)

**Maintenance:**

State-level professional sites maintain most sites, but several schools used other staff members to maintain the sites. Other staff members included county-level staff, regional staff, and graduate students. Sites are most often updated on a weekly basis. The most common amount of updates is 2-4 times per week.

**Sites Used:**

Facebook is the most commonly used site, followed by Twitter and YouTube, respectively. Other sites used include Pinterest and blogging sites (ex. WordPress).

**Paraprofessional Use:**

17 universities reported the use of social media by EFNEP paraprofessionals, while 15 reported non-use, and 5 were unsure of paraprofessional use. Paraprofessionals most commonly use Facebook, followed by YouTube, Twitter, Pinterest, and blogs, respectively.

**Promotion:**

Social media sites are promoted in a number of different ways. Some tactics listed include: marketing brochures, website, YouTube ads, Radio ads, Facebook invitations, email links, staff list serve, announcement at meetings, and word of mouth.

**Followers:**

The majority of EFNEP social media followers are staff members, followed by participants, potential participants, and students.

**National Social Media:**

A large majority (38) of universities expressed interest in a National EFNEP social media presence. Only 3 universities were uninterested. The preferred national social media sites are: Facebook (27), Twitter (15), YouTube (14), Pinterest (12), Blog (12). No universities were interested in MySpace.

Universities were interested in the following services a national site could offer: Providing resources for State EFNEP (27), providing information from National EFNEP (23), providing a forum to share State EFNEP success stories (21), providing an online meeting place for State EFNEP (13). Other ideas included: offering a connection to other agencies, providing developed messages and training curriculum, PR and marketing services, continuing education services, and providing information to stakeholders.

**Conclusions:**

Based on the survey results, there is definite interest in EFNEP social media use for information, recruitment, and communication purposes. The most popular channels include Facebook, Twitter, and YouTube. It is common practice for state-level staff to update these sites on a weekly basis.

**Paraprofessional Survey Summary:**

**Demographics:**

176 paraprofessionals participated in the survey. Of these, 97% were female, 67% were EFNEP paraprofessionals and 43% were SNAP-Ed paraprofessionals. Nearly half of the respondents were between the ages of 45-59, while 13% were 60+ and 39% were 20-44. Only 9% had a high school degree, while the rest had some form of higher education. 34% had some college, 28% had a bachelor’s degree, 16% had an associate’s degree, and 12% had a graduate degree.

**Personal Social Media Use:**

80% of paraprofessionals have personal social media accounts. The most popular social media sites were Facebook, Pinterest, and YouTube, respectively. Of those that use social media, 91% have Facebook accounts. An overwhelming 94% use social media to keep in touch with family and friends, and over half use social media to share information, photos, and videos. While the majority of educators do not update their site regularly, most check their personal accounts at least once a day, if not more.

**Social Media in EFNEP:**

Only 16% of paraprofessionals use social media for EFNEP, but 24% answered they “did not know” if social media was used. The most common uses were to provide nutrition information and to communicate with current program participants. The accounts are maintained by state-level professional staff (48%), paraprofessional staff (38%) and county-level professional staff (25%). Fans include staff, participants, and potential participants. The most common sites used are Facebook and Twitter and the majority reported that the accounts are not regularly updated.

**Social Media in SNAP-Ed:**

20% of paraprofessionals use social media for SNAP-Ed but 18% weren’t sure. The most common use is to provide nutrition information. But unlike EFNEP, social media is used in SNAP-Ed to communicate with staff (rather than participants). The sites are maintained by state-level professional staff (75%), county level staff (28%) and paraprofessionals (15%). The most common sites are Facebook and Twitter and they are typically updated daily or weekly. Staff makes up the majority of fans, followed by participants, and potential participants.

**EFNEP Personal SM Use:**

77 EFNEP paraprofessionals have personal social media accounts and 19 do not. The majority of paraprofessionals update the sites weekly or do not update the sites regularly, but they check their personal sites daily. The most popular sites are Facebook (73), YouTube (25), and Pinterest (23).

**SNAP-Ed Personal SM Use:**

49 SNAP-Ed paraprofessionals have personal social media accounts and 8 do not. The majority of paraprofessionals update the sites weekly or do not update the sites regularly, but they check their personal sites daily. The most popular sites are Facebook (46), Pinterest (24), and Twitter (12).