## <u>APPENDIX A</u>: Social Media Tips

*These tips are not mandatory but may contribute to the successful use of social media.*

- Quality matters. Use a spell-checker and proof-read every post.
- Write in simple language. Remember our audience includes not only participants, but also community partners, university faculty, and professionals.
- Avoid writing lengthy posts or posts with technical language.
- Engage with your followers. Respond to all comments.
- If someone posts an accomplishment, respond with positive feedback.
- Ask questions in your posts to encourage responses.
- Be personable.
- Do not promote a store or brand.
- Connect with local community organizations by sharing their appropriate content.
- Share your upcoming classes and events on social media.
- Include appropriate hashtags.
- Limit text. Consider making a longer post into a blog post on your county website.
- Avoid text-heavy images. Save these images and flyers for websites or printing.
- Post Often - Try to post **at least** 3 times a week. Not all in one day!
  - Consistent and frequent posting is encouraged! If posts are limited to less than once per week, talk with your RNEA to determine if social media is really the best option for you.

**Social Media Post Ideas:**
- If you are grocery shopping and see a sale on a healthy item, mention the sale (e.g. "Broccoli is in season. What's the lowest price you have found?")
- If you are craving a certain unhealthy food, but chose a healthy alternative snack (e.g. "I was craving French fries driving home from work—but instead snacked on a bag of carrot sticks I had packed in my purse!)

- My kids loved the mashed potatoes and cauliflower I made for dinner from this week's Recipe of the Week! Give it a try and post a picture of your finished product in the comments below.
- Does anyone have a favorite healthy, on-the-go breakfast item?
- My goal this week is to go for a walk after dinner every night! Does anyone want to join me in the challenge?
- Produce in season is often a better value. It's *strawberry* season and a great time to pick-your-own strawberries! Check out *Marble's Farm* in *Hayton, NC* for a fun family activity this weekend! (Try to list all available locations in your county.)

# Instagram

1. **Photos and videos**
   a. Make sure to focus on posting high quality photos and videos on this platform. This will not only separate your account from others but it will attract new followers and look very professional if maintained.
2. **Engagement**
   a. Ways to keep in touch with your followers:
      i. Posting on your profile (photos, videos, and gifs)
      ii. Posting a story (photo or video)
      iii. Creating 'highlights' of your stories on your profile
      iv. Using Instagram Live
      v. Commenting, responding, or reacting to comments left on your posts.
   b. Writing the caption for a post:
      i. Only the first three lines of your captions are visible when viewing a post. Try to include a call to action in this space, such as :
         1. 'Click the link in the bio'
         2. 'Tag a friend'
         3. 'Have you tried this?'
         4. 'Leave a comment …"
   c. Commenting, responding, and reacting to your followers can help create an open environment and increase engagement. If you see one of your participants posting a success story, make sure to comment or like their post!
      i. Encourage your participants to tag your EFNEP county account!
   d. Emojis
      i. Emojis are a great way to show even more emotion. It adds a more personable connection with your followers. Make sure not to overdo

it and keep them relevant.

3. **Hashtags**
   a. Informative hashtags are better than abstract ones.
      i. #EFNEPworks vs. #WTFF (what the french fry.)
   b. Other appropriate hashtags include:
      i. #EFNEPworksNC #EFNEPworks #movemore #eatsmart
   c. Make sure they relate to your post.
   d. You can use hashtags within the caption, not just at the end.
      i. Example: This #recipe for #PumpkinPie is a family favorite.
   e. You can have up to 30 hashtags but remember, don't overdo it!
   f. Make sure you know the meaning of your hashtag and that there are no hidden meanings behind it that do not represent the values of EFNEP.

4. **Tag you location**
   a. This can be helpful for certain events. Tag your location when you are conducting adult programs to let your audience know where you are located. This feature is important because it could broaden your reach of potential followers. (Remember, if there are participants shown in your post you must have a photo release on file before tagging your location.)

5. **Posting on your 'story'**
   a. Instagram stories are posted at the top of the Instagram app. This means when you post something on your story, it will show up when your followers open their Instagram app.
   b. You can use text, hashtags, gifs, polls, and many more features to make your story interactive and intriguing.

6. **Story highlights**
   a. This feature allows you to save and organize your stories. Otherwise they will disappear after 24 hours.
   b. These saved stories can be categorized into folders or 'highlights' on your profile for your viewers to refer back to.

7. **Instagram Live**
   a. Instagram Live allows you to interact with your audience by video chatting with multiple people at once. If your adult class gets canceled, you could go live on Instagram as a backup plan if your participants follow your page.
      i. You can do remote Q and A's
      ii. Ask for feedback on things

        iii.    Give you followers a behind the scenes look

   b. Try to promote live streams ahead of time in order to get more viewers when you go live. You can try posting on your story beforehand to remind your viewers that you'll be doing a live stream.

# Facebook

1. **Perfect your profile picture**
   a. When setting up your account, you should send a [work-appropriate headshot](#) image to the social media manager in order to get a custom profile picture with the EFNEP logo included. This should be the only image you use in order to represent our brand and keep accounts consistent.
   b. If using a county extension page, work with your county staff to make sure that the EFNEP logo is incorporated onto the county page if possible.
2. **Don't forget your cover photo**
   a. A custom cover photo will be created with your county name on it. This should be the only cover photo you should use in order to represent our brand and keep accounts consistent.
3. **Content**
   a. When using a research based website link make sure to include a picture to attract your followers to click the link (rather than just posting the link by itself.)
   b. Diversifying your content can be refreshing for viewers. Make sure to provide a variety of recipes, tips, activities, events, etc.
   c. If you run out of ideas, try searching for social media holidays. There are many fun themed days that relate to EFNEP such as National Watermelon Day.
   d. Create a contest! Ask participants to share, like, or comment on a post to win. i. Ask if your county would offer a small prize to giveaway.
4. **Remember to be different**
   a. Part of what keeps followers on social media coming back to your page is the fact that you bring something different to the social media game. Try these tips:

     i. Content diversification

     ii. Quality media (Photos, Videos, etc.)

     iii. Audience engagement

     iv. County/local specific media and content

**5. Media**

  a. Remember that the people accessing your Facebook page are using cell phones, tablets, and computers.

  b. Make sure that the media you're posting is inclusive to all types of devices and that the media you post is clean and the best quality possible.

  c. If something doesn't look the way you want it to look like, ask the NC EFNEP social media manager for help.

**6. Optimize your post timing**

  a. Look at your page insights and see when the best days and times to post are.

  b. Schedule your content during times when you will get the most engagement.

  c. NOTE: On Facebook, the times shown on the Insights are listed in the Pacific Time Zone. So, if the insights show a busy time at 6:00 PM, that is actually 9:00 PM.

## To Post or Not to Post

1. **Articles** - Before posting an article ask yourself:

  a. Did I read the entire article?

  b. Is it research-based? (from a .gov, .edu, or .org site)

  c. Is it relevant to EFNEP?

If you answered yes to all of these questions, then you can post the article.
Make sure to include a source or link to the original content. When in doubt, ask your RNEA.

2. **Recipes** - Before posting a recipe ask yourself:

  a. Is the recipe tested?

  b. Can the recipe be made in 30 minutes or less?

  c. Is the recipe source or author included in your post?

d. Does it include ingredients that are readily available and appropriate for your EFNEP audience?
e. Are the ingredients healthy and nutritious?
    i. 3 grams (or less) of fat per serving
    ii. 600 mg (or less) sodium per serving
    iii. 12 g (or less) added sugar per serving

If you answered yes to all of these questions, then you can post the recipe. Make sure to include a source or link to the original content. When in doubt, ask your RNEA.