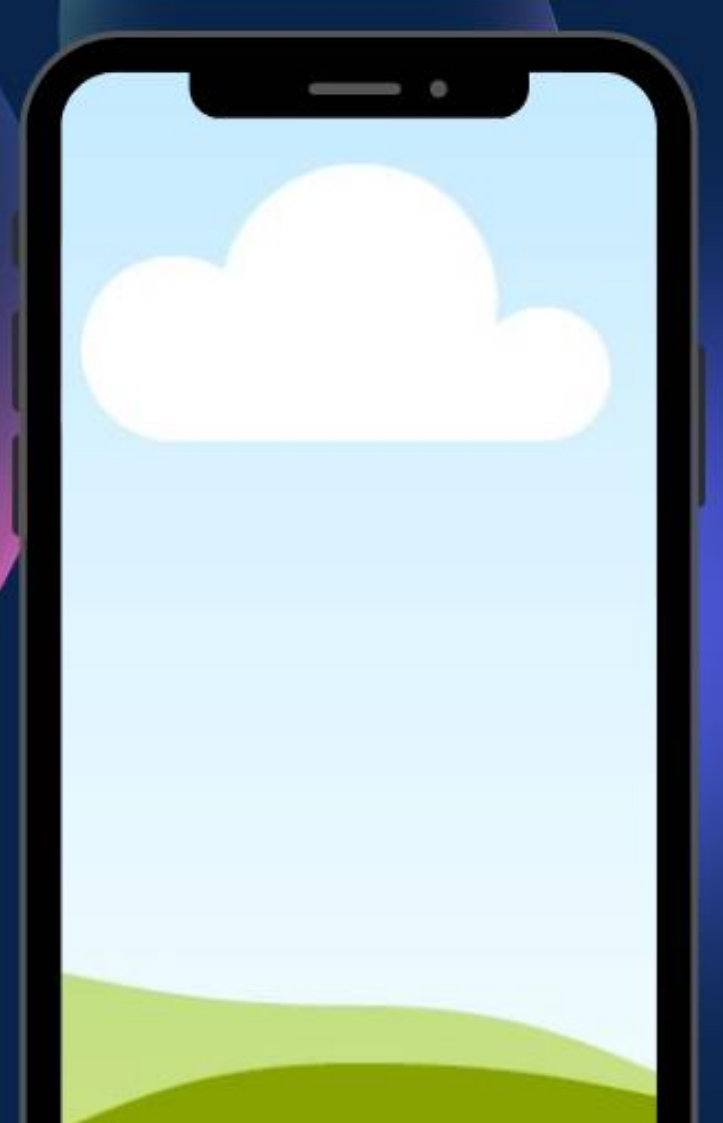


SOCIAL MEDIA



Lori van Anrooy

WSU IA
lvananrooy@wsu.edu

OBJECTIVES

01

Attendees will better understand how to connect with the community over social media

02

Attendees will understand the basics of how to work with social media

03

Attendees will learn how to better utilize social media as a skill in their SNAP-ED "toolbox"

WHY SOCIAL MEDIA

ROUGHLY 50% OF ADULTS
OBTAIN INFORMATION
FROM SOCIAL MEDIA.

01 Collaborate to develop regional messaging.

02 Unite on topics.

03 Sharing material.

COMING TOGETHER

A laptop screen with a black border, displaying the text "Regional messaging" in white. The background of the screen is a blurred gradient of blue, orange, and green.

Regional
messaging

Behavior Change



COMING TOGETHER



Regional
messaging

Behavior Change



SNAP-Ed
Providers

Meeting



COMING TOGETHER



Regional
messaging

Behavior Change



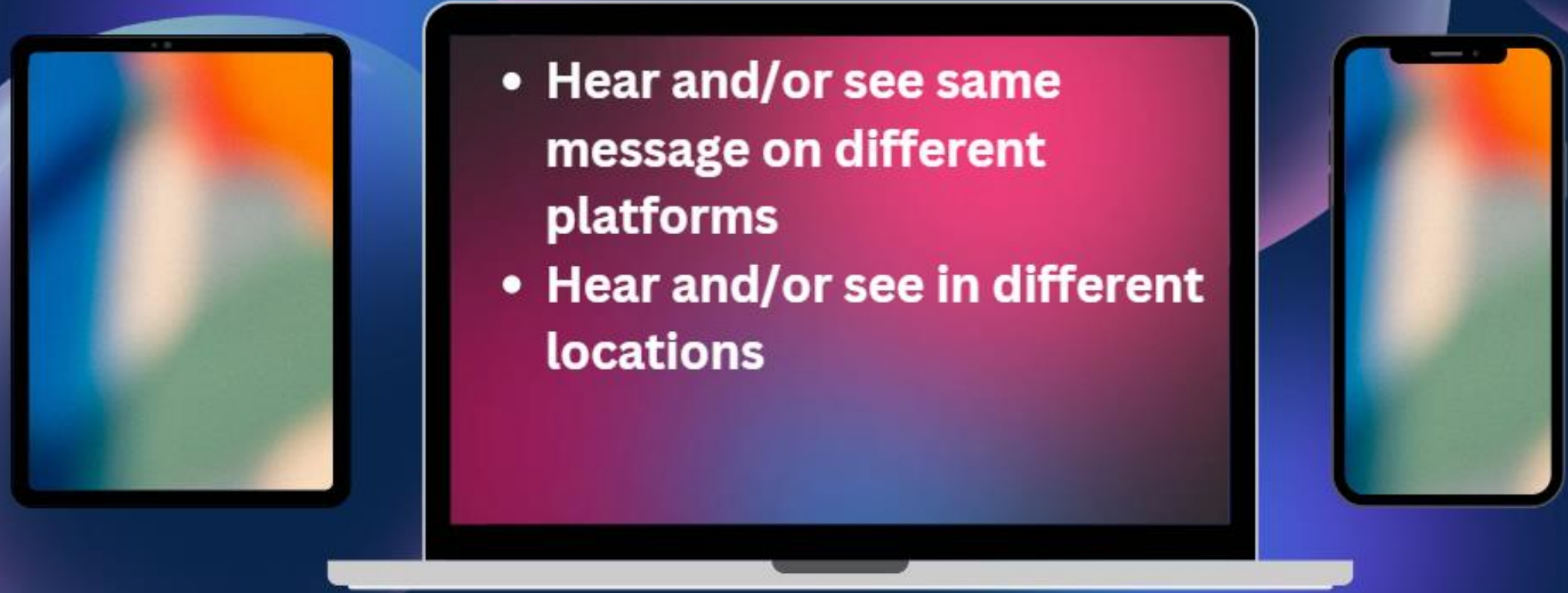
SNAP-Ed
Providers

Meeting



Planning

REGIONAL MESSAGING

- 
- Hear and/or see same message on different platforms
 - Hear and/or see in different locations

SNAP-ED PROVIDERS

- 6 coordinators over 13 counties
- Meet every 2 months

PLANNING

- **Come to meeting with ideas**
- **Themed months**
- **3 post per week**
- **Sign up for a week**
- **CANVA**

PLANNING



1

Prewrite

Please come with topic ideas that can be shared out

2

- Physical Activity
- Nutrition
- Recipe

3

- Success
- Challenges

PLANNING



4

Monthly Topics

5

- Physical Activity
- Nutrition
- Recipe

PLANNING

Notes:

- date, person responsible, topics

July

- 22nd Lori Garden safety, hydration, infused water recipe

6

Topics for each category

7

Sign up for creating material

CANVA

**CANVA is an
allowable
expense for
SNAP-Ed**

**After creating and translating content into Spanish,
please share the original through CANVA to Mariah
at mariah.brown-pounds@wsu.edu.**

**She will look them over and make any corrections to
the Spanish translation in CANVA.**

**She will email you to let you know when they have
been completed, and then you can share them with
the group.**

OTHER OPPORTUNITIES



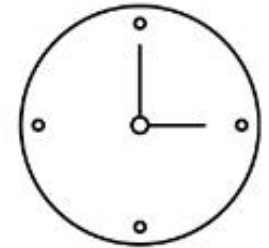
Recipe Demo's



QR codes for different platforms.



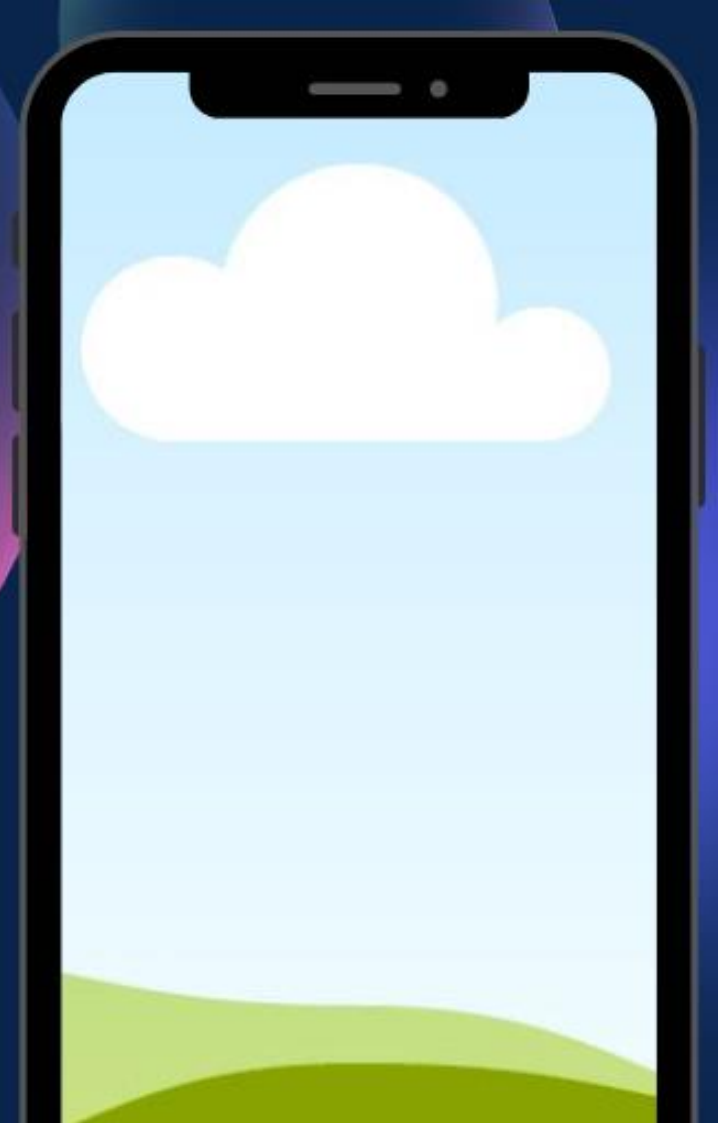
Like and share partners postings.



Post on a regular basis.



SOCIAL MEDIA



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