



Eat Smart, Move More NC October Meeting
Networking to Strengthen the Eat Smart, Move More NC Movement
Breakout Session Notes
 Thursday, October 22, 2020

Discussion Question	Key Points
<p>How do you use social media in your work, and which platforms do you use?</p>	<p>Platforms</p> <ul style="list-style-type: none"> • Facebook, Facebook Live, Facebook advertising, Instagram, YouTube, Twitter, Pinterest, LinkedIn • People also use websites, newsletters, blogs, listservs, and direct texting to share information <p>Uses</p> <ul style="list-style-type: none"> • Sharing: <ul style="list-style-type: none"> ○ Recipes, cooking videos, COVID information, infographics • Promoting: <ul style="list-style-type: none"> ○ Webinars, observances, community outreach, event updates, pictures of events, promotions, resources, ideas, examples (pictures), webinars, live conversations • Recruitment and/or retention of participants: <ul style="list-style-type: none"> ○ Reinforcement of keys messages of program <p>Process</p> <ul style="list-style-type: none"> • Those who discussed it agreed that they post on Facebook between one and four times per week. They use Instagram and Twitter about once per week and use LinkedIn about once per month. • In the absence of a specific communications employee, each team member takes a day of the week to post on a particular topic. • You can re-post instead of developing original content.

- You can follow more than post.
- May need to post in multiple languages.
- You can use the scheduling feature to ensure that posts are shared at desired frequency. Hootsuite is a tool for scheduling as well.

Challenges

- Would love to do more with social media but just don't have the time or bandwidth
- Some staff cannot use social media but instead are connected to a communications team that puts information on Twitter, Facebook, Instagram.
- Lack of internet access and also lack of access to technology among target population
- Platform popularity depends on age. Above 30 = Facebook. Under 30 = Instagram.
- Danger of overdoing; there may be too much virtual and online now.
- "Hacking" – political ads, marketing, etc.

Examples of Use

- Connect to people in other states working on the same CDC Cooperative Agreements
- Share success stories over social media
- Interested in use of social media to start a forum for dialogue among community members in southeast Raleigh



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<p>What resources (newsletters, websites, social media handles) do you find valuable?</p>	<ul style="list-style-type: none"> • CCCPH (Community and Clinical Connections for Prevention and Health) monthly newsletter • American Public Health Association (webinars) • Cooperative Extensions from other states or counties • No Kid Hungry • Local governments (i.e. Wake County Gov) • Local health departments (i.e. Wake County Health Department) • On any platform, try to follow location-based accounts (like local parks) • Penn State has resources on conducting virtual training anyone can access. • North Carolina State University Cooperation Extension • Local coalitions and non-profits • School district website • School website • NC government • CDC • Pitt Partners for Health • Growing Minds • Farm to School • Steps to Health, NCSU SNAP-Ed [@NCStepstoHealth on Facebook, Instagram, and Twitter] • NC EFNEP • Move More, Walk Now NC



- [NC Safe Plates](#)
- [ESMM Weigh Less/Prevent Diabetes](#)
- [Nutrition Decisions videos.](#)
- Produce Foundation for Better Health
- Agency newsletter 4H, Family Consumer Science
- COVID Resources Page related to Food Safety from NCSU
- Eat Smart, Move More NC
- Academy of Nutrition and Dietetics
- University of North Carolina School of Public Health
- Poe Center

Discussion Question	Key Points
<p>What professional development related to social media would you like, if any?</p>	<ul style="list-style-type: none"> • Best Practices Guide (what to do, what not to do; how often, how much; right amount of content to keep interested but not overload; how to capture audience) • More information about what goes into larger social media campaigns (buying ad space, etc.) • How to put together or lead a live video training • Want to meet and connect with people on all of these platforms • Instagram • How to use hashtags • More knowledge on all of these resources and tools; teach each other • How to construct posts • How to find free photos • What is allowable? • How to check evidence base • Learning what you can and can't do in different platforms