

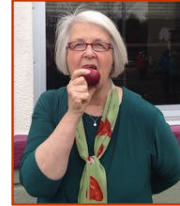
SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016

Six #SocialMedia
Strategies to
Promote YOUR
Program NOW



Dayle Hayes, MS, RD

- Cheerleader for Excellence in School Health & Child Nutrition
- Consultant to agencies, organizations & districts nationwide
- 2013 Montana School Nutrition Professional of the Year (MT SNA)
- Facebook [School Meals That Rock](#)
- Twitter [@SchoolMealsRock](#)
- Pinterest [SchoolMealsThatRock](#)
- Instagram [@SchoolMealsThatRock](#)
- Email SchoolMealsThatRock@gmail.com



@TWITTER #PARTY

Hashtags

[#MTF2Summit](#)
[#F2SMonth](#)
[#farmtoschool](#)

Twitter tags

[@SchoolMealsRock](#)
[@SchoolLunch](#)
[@farmtoschool](#)
[@foodcorps](#)

POST IT. PIN IT. TWEET IT.

Making
#SocialMedia
Channels Work for
Your Program

#SocialMedia
GOAL

Generate positive
interactions and **conversations**
without
using tons of time and energy

WHY ???





- It's where our **customers** are.
- It's where our **critics** are.
- It's where our **inspiration** is.

Dayle Hayes, MS, RD

FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)


SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016

#SocialMedia Usage

 1.59B Monthly Active Users¹	 400MM Monthly Active Users²	 320MM Monthly Active Users¹	 1B Monthly Active Users³
<ul style="list-style-type: none"> • 1/3 of the internet-enabled world logs in to Facebook at least once a day. 	<ul style="list-style-type: none"> • Instagram surpassed Twitter in Q3 of 2015 with MAU 	<ul style="list-style-type: none"> • Twitter serves as the primary social channel for conversation, social listening and provides real-time data. 	<ul style="list-style-type: none"> • YouTube is the second largest search engine on the web and serves as a primary video consumption platform.
<p>A perfect platform to tell Millennial parents about the quality of your menus</p>	<p>MAU = Monthly Active User</p>	<p>Gen Z spends up to 70% of their media time on YouTube</p>	

SOURCE: ¹ Statista.com; worldwide users; Q1 2016;
² Statista 2015; ³ https://www.youtube.com/yt/press/statistics.html

WHY ???



3 Healthy School Food Programs to Watch

By Amy Lauren Smith

Last spring, 174 seventh grade students had a chance to present their nutrition projects to a group of visiting executives from Sodexo, our school's cafeteria provider. The regional manager and chef were excited to hear from the students and made promises to implement their suggestions for healthier and tastier food!


SIX Strategies

1. Take **FOCUSED** photos and videos.
2. Grab **GREAT** graphics.
3. Repeat **POSITIVE** messages.
4. Create **CAPTIVATING** conversations.
5. Post and share **REGULAR** messages.
6. **#HASHTAG** #often and #responsibly.



1. Take FOCUSED photos/video.

Do NOT



Do NOT



Dayle Hayes, MS, RD
FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016

DO NOT



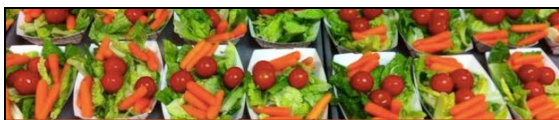
DO



DO



DO



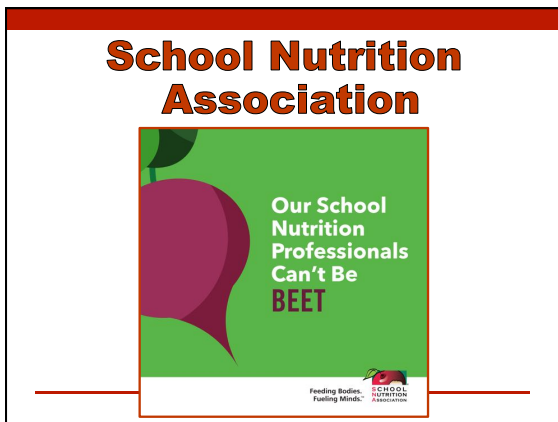
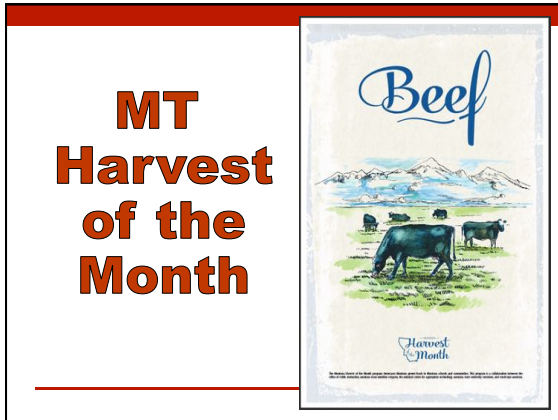
2. Grab GREAT graphics.

NO need to reinvent anything.

Dayle Hayes, MS, RD

FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016



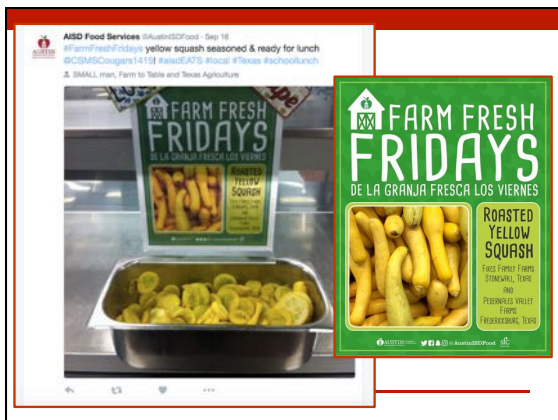
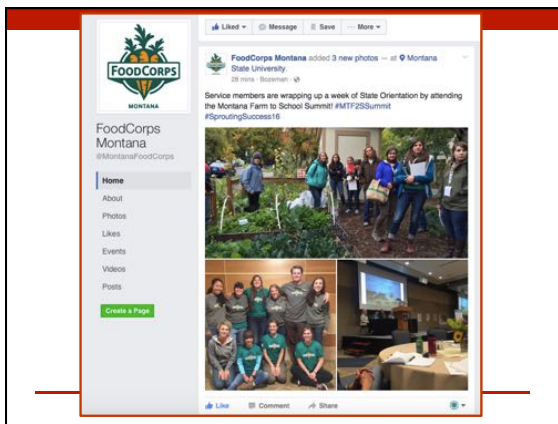
Dayle Hayes, MS, RD

FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
 BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW

Farm to School Summit ~ Bozeman, MT

September 2016



Dayle Hayes, MS, RD

FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
 BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016



4. Create CAPITIVATING conversations.


CONVERSATIONS
Amplifying Messages

- FOLLOW folks
- LIKE posts
- COMMENT on posts

SchoolMealsThatRock
Facebook



@Schoolmealsrock
Twitter



@chefsamRSU14
Twitter

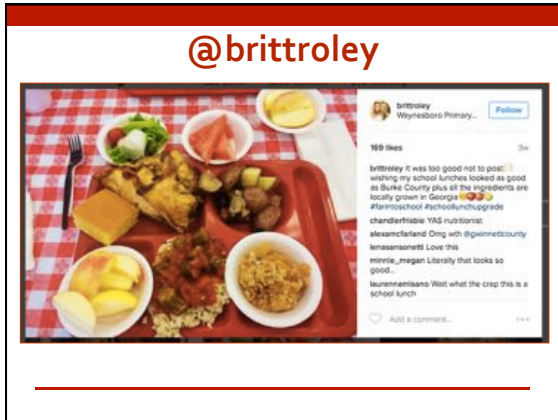


@schoolmealsthatrock



Dayle Hayes, MS, RD
FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

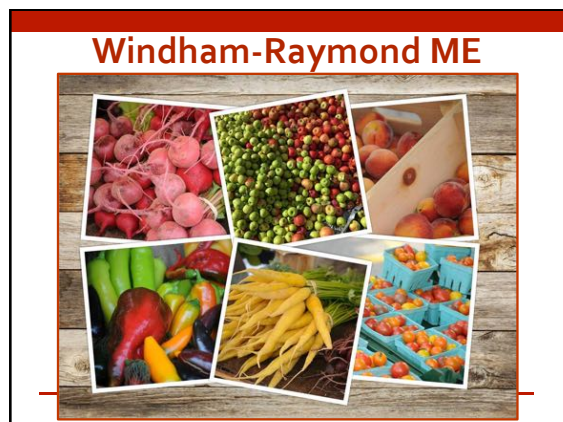
SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016



POSTING

Regularity more important than total quantity

- Devote 10-15 minutes per day
- 1-2 post per day OR ...
- 3-4 times per week



Dayle Hayes, MS, RD

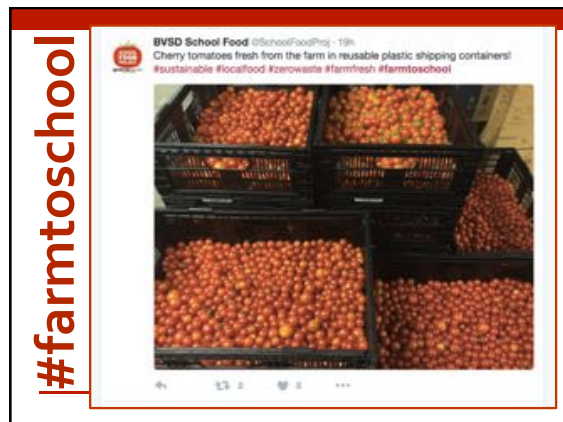
FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
 BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016



Dayle Hayes, MS, RD
FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016



Dayle Hayes, MS, RD
FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)

SIX #SocialMedia Strategies to Promote Your Program NOW
Farm to School Summit ~ Bozeman, MT
September 2016

ENJOY



55

ENJOY



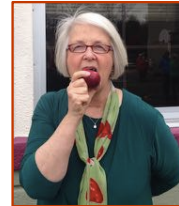
56

SIX Strategies

1. Take **FOCUSED** photos and videos.
2. Grab **GREAT** graphics.
3. Repeat **POSITIVE** messages.
4. Create **CAPTIVATING** conversations.
5. Post and share **REGULAR** messages.
6. **#HASHTAG** #often and #responsibly.

Dayle Hayes, MS, RD

- Cheerleader for Excellence in School Health & Child Nutrition
- Consultant to agencies, organizations & districts nationwide
- 2013 Montana School Nutrition Professional of the Year (MT SNA)
- Facebook
[School Meals That Rock](#)
- Twitter
[@SchoolMealsRock](#)
- Pinterest
[SchoolMealsThatRock](#)
- Instagram
[@SchoolMealsThatRock](#)
- Email
SchoolMealsThatRock@gmail.com



Dayle Hayes, MS, RD

FACEBOOK [School Meals That Rock](#) TWITTER [@SchoolMealsRock](#)
BLOG www.SchoolMealsThatRock.org PINTEREST [School Meals That Rock](#)