

# **SOCIAL MEDIA 101: USING TECHNOLOGY TO STAY ENGAGED**

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# INTRODUCTIONS

- **Brian Eno** – I like making and thinking about culture.
- **Malcolm Gladwell** – Father said: “Anything but journalism.” I rebelled.
- **Joan Didion** – Seven words do not yet define me.
- **Hannah Shultz** – Proud Iowan, cooks, laughs, works, sleeps.

# WHY DOES SOCIAL MEDIA MATTER?

- In 2015, twice as many moms surveyed said they do first go to social media before going to a lactation consultant when looking for information about breastfeeding or infant nutrition.
- 24% of prospective moms said they would go to social media for breastfeeding, infant and/or child nutrition, 70% said they would go to the internet.
- With Spanish dominant moms, the internet and social media ranked first and second for where they look for infant nutrition information.
- Moms ranked the internet as their top source of breastfeeding information.

# MILLENIAL MOMS ARE CONNECTED

Millennial moms use social media to keep up with popular culture but also to recommend the latest and greatest products to their friends. They maintain 3.4 social networks on average, and spend 17.4 hours per week on social sites—that's 4 hours more on average than any other 'mom' group. Even more, 87% of Millennials say their phone never leaves their side.

# MILLENIAL MOMS LOVE SOCIAL NETWORKS

When it comes to social networks, Facebook is king. Facebook use among Millennial moms is a whopping 84%, while 58% use Pinterest, 45% use Instagram, 36% use Twitter, and 17% use Snapchat. Millennial moms often use these social networks as a parenting resource, so you'll want to at least have a Facebook presence in order to reach and communicate with these moms effectively.

# MOMS WANT TO ENGAGE

- Millennial moms like or recommend products or services online is 10.4 per month, compared with 7.7 for total moms.
- Millennial moms re-tweet or re-pin products or services online 7.8 times per month.

## **SOCIAL MEDIA ENGAGEMENT**



**IS LIKE GETTING A REALLY GREAT BISCUIT  
FOR BEING AWESOME**

# STAND UP IF...

- You go to Pinterest when looking for a new recipe.
- You have looked at your cell phone since this session started.
- You have shared a recipe on Facebook.
- You have looked up what is causing your headache online.
- You have used social media to contact customer service.
- You have a smart phone.
- You have texted someone today.
- You've checked Facebook more than five times today.
- You've posted on social media about this conference.
- You have contacted a doctor using email or another online tool.
- You have at least one social media site on your phone.
- You have more than one social media platform on your phone.

# OPPORTUNITIES & SOLUTIONS

- Is it even allowed?
- Too much to do, why do we even need it?
- Policies of parent agencies
- Staff training
- It's so overwhelming! Where do we even start?
- Agency leadership
- Not enough time
- Promoting social media use
- Alignment with parent agency



# TIPS & ADVICE

- Use data to make the case
- Frequent check-ins with leadership
- Work with parent agency
- Work with partners and/or coalitions
- Be patient and persistent

# EXAMPLE FROM A LOCAL AGENCY

- Submit policy to parent for staff to be able to login to social media during the workday
- Nutrition division started a Pinterest board, then a Facebook page
- Agency-wide Twitter account was piloted with all departments contributing
- Whole process took six years

# COMMUNICATIONS ACTIVITIES

- Existing activities
- Does your agency have a robust communications plan or strategy in place?
- Including social media



# KEEP IN MIND

- Branding
- Stay current/follow trends
- Staff training
- Accountability





# OVERVIEW OF PLATFORMS

## SOCIAL MEDIA EXPLAINED

TWITTER	I'M EATING A #DONUT
FACEBOOK	I LIKE DONUTS
FOUR SQUARE	THIS IS WHERE I EAT DONUTS
INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
YOU TUBE	HERE I AM EATING A DONUT
LINKED IN	MY SKILLS INCLUDE DONUT EATING
PINTEREST	HERE'S A DONUT RECIPE
LAST FM	NOW LISTENING TO "DONUTS"
G+	I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

# INSTAGRAM

1:35 PM 86%  
+2 hmsultz

hmsultz



♡ 💬 📌

Liked by floraway, nmulloy and 6 others

hmsultz #boji can't decide which toy to play with.  
#spoiledpuppy #surroundyourself #somanytoys  
#puppies #yorkies #yorkiesofinstagram

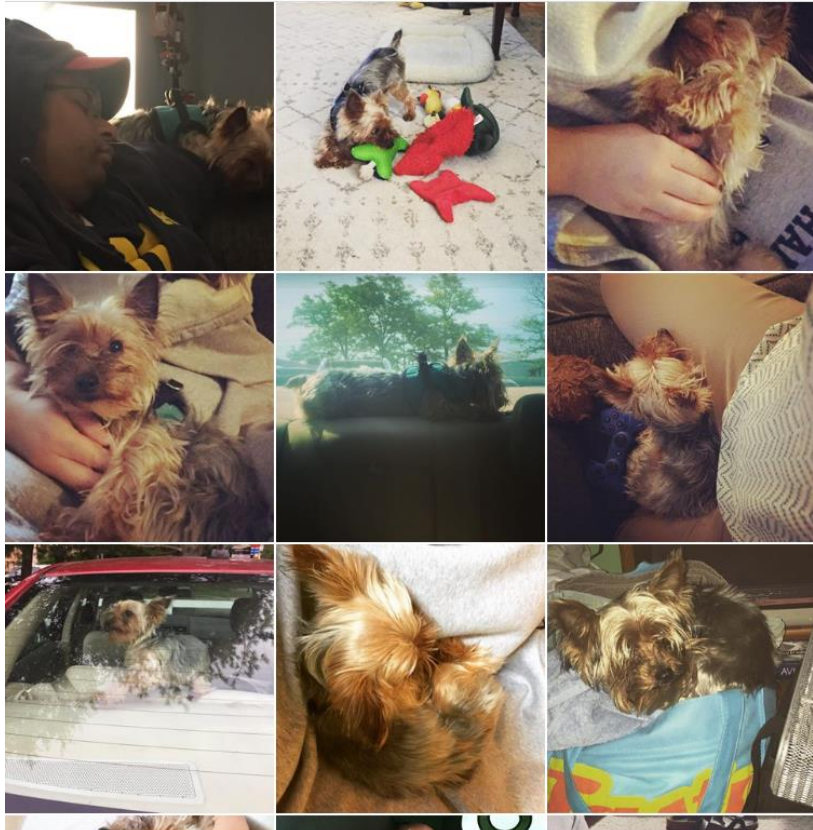
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1:36 PM 86%  
+2 hmsultz

49 posts 156 followers 112 following

Edit Profile ⚙️

Hannah Morrison



🏠 🔍 + ❤️ 👤

# TWITTER

- 500 mil tweets/day
- 100 mil daily users
- 37% of users between 18 and 29

The screenshot shows the Twitter profile of the National WIC Association. At the top, navigation icons for Home, Moments, Notifications (with 11 alerts), and Messages are visible. The profile header features a green background with a white circular logo of a pregnant woman and child. To the right of the logo is a grid of food items: rows of milk cartons, fruit and vegetable pouches, baby food jars, and cereal boxes. Below the logo, the name "National WIC Association" is displayed, along with statistics: 2,564 Tweets, 596 Following, 1,942 Followers, 586 Likes, and 3 Lists. The bio states: "National WIC Assoc. @NatWICAssoc. NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children Program (WIC)." The tweet feed shows two recent tweets from the account, both dated in August.

At WIC, moms learn what to eat while pregnant or breastfeeding, and what to feed their growing kids. They also get WIC benefits that can be used at grocery stores and farmers' markets to help them provide the right foods for their family.

**National WIC Association**

Tweets **2,564** Following 596 Followers 1,942 Likes 586 Lists 3

**National WIC Assoc.**  
@NatWICAssoc

NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children Program (WIC).

**Tweets** **Tweets & replies** **Media**

**National WIC Assoc.** @NatWICAssoc · Aug 31  
Thanks for a great meeting today @RogerMarshall support for WIC!

**National WIC Assoc.** @NatWICAssoc · Aug 29  
Read about upcoming budget deadlines that we v

# SNAPCHAT

- 173 mil daily users
- 30% of US millennials



LOG IN

SIGN UP



# SPECIAL THANKS TO

- Christi Dorsey
- Emily Gomez
- Sheena Haynes
- Jean Holmgren
- Betsy Mancl
- Natalie Mulloy
- Sara Najafi
- Danae Olson
- Kathleen Rebollo
- Melanie Smith
- Jennifer St. Romain
- Jessica Webb
- Lauren Werner
- Kelly Van Hill
- Carrie Zavala

# WEBINAR SERIES

**January 4** Groundwork: Why Does WIC Need to Be Engaged on social Media?

**January 18** Barriers, Solutions & Policies for Social Media Engagement in WIC

**February 1** Deep Dive: Facebook Part 1, the Basics

**February 15** Facebook Part 2, Getting the Most out of Facebook

**March 1** Deep Dive: Pinterest

**March 15** Taking it to the Next Level: Using Analytics

**March 29** Time Management and Time Savers