

BROADENING THE SCOPE OF “THE LEARNING CHILD” (TLC) THROUGH SOCIAL MEDIA

MARKETING AND EVALUATION OF NUTRITION EDUCATION IN CHILDCARE

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BACKGROUND

Why Social Media?

- Quick and low cost
- Powerful and fast-growing
- Facilitates community building

Social Media and The Learning Child

- Target audience
- Technology 2020
- Grow audience and engagement
- Share resources and information

STUDY OBJECTIVE

- Develop an innovative social media playbook and research-based best practices execution guide for TLC Extension Educators
- Conduct one-on-one training for TLC Extension professionals
- Receive feedback to revise the developed documents

METHODS

PHASE 1: DEVELOPMENT

Playbook

- Identify programs focused on educating the target audience about the healthful development of young children
- Identify target audience and social media demographics through research
- Identify a strategy, brand voice and tone to align with TLC’s mission and vision

Best Practices Execution Guide

- Conduct literature summary for social media best practices
- Consolidate expert guidance

PHASE 2: FEEDBACK

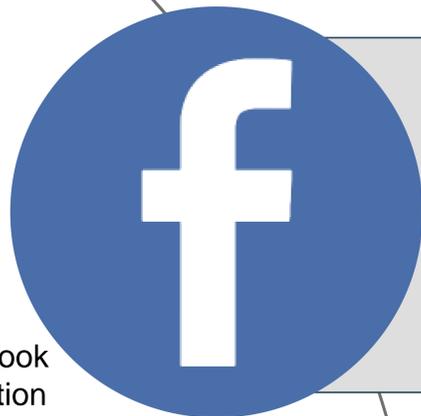
Multidisciplinary Team of Experts

- Social media specialist
- Extension specialist
- Extension educators
- Technology 2020 Team

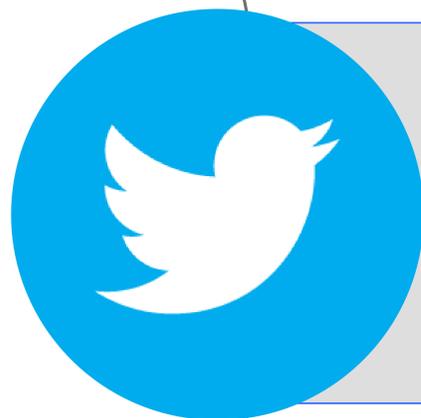
PHASE 3: PROFESSIONAL DEVELOPMENT

- One day social media hands-on training
- Receive feedback

RESULTS



- » Facilitate engagement
- » Host contest and giveaways
- » Use images to illustrate point
- » Think about the length of message
- » Write posts using empirical language
- » Include a call-to-action



- » Facilitate community
- » Use images to stand out and increase engagement
- » Use hashtags for added discovery
- » Remember the limit for message lengths
- » Call to-actions to achieve goals



- » Quality over quantity and sort your boards
- » Take full advantage of pin descriptions
- » Images make or break a pin
- » Don’t send your audience on a wild goose chase
- » Make sure you can read the whole board title and give your boards strong descriptions

IMPLICATIONS

Practice and Programming

- Reach targeted audience
- Effective to create community and engagement
- Using best practices is key to increasing impact of social media

Policy

- Encourage Extension professionals to follow best practices on social media
- Measure social media impact on:
 - Knowledge change
 - Behavior change
 - Engagement

Research

- Determine impact of social media in Nebraska Extension
- Identify the best practices that are critical for the specific audience and reach
- Determine impact of using social media as part of interventions

CONCLUSION

- Using best practices is key to effective social media efforts
- The developed guide can be used as an example for Extension professionals
- Knowing your audience and evaluating impact on knowledge and behavior change can help develop targeted programming

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For references contact author.

