Reaching Low-Income Audiences
Using Innovative Social Marketing Techniques
for Nutrition Education

Experiences from University of Georgia SNAP-Ed Social Marketing Geo-Targeting

Austin H. Childers | Social Marketing Coordinator | australhc@uga.edu
Edda Z. Cotto-Rivera, MPH, CHES® | Project Coordinator | ecrivera@uga.edu
Jung Sun Lee, PhD, RDN | Principal Investigator | leejs@uga.edu

University of Georgia Supplemental Nutrition Assistance Program Education
Learning Objectives

By the end of this webinar, participants will gain understanding on:

1) How University of Georgia SNAP-Ed Social Marketing uses geo-targeting options for promoted content on Facebook and Google AdWords

2) How geo-targeting helps to achieve 100% SNAP-Ed eligibility in geo-targeted online audiences

3) The basic knowledge to apply similar practices to other nutrition education program targeted to low-income audiences
USDA Supplemental Nutrition Assistance Program Education (SNAP-Ed)

- Nutrition Education and Obesity Prevention Grant Program
- To improve the likelihood that people eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and MyPlate
- SNAP-Ed Eligibility: “low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, and individuals residing in communities with a significant low-income population”
USDA Supplemental Nutrition Assistance Program Education (SNAP-Ed)

• UGA SNAP-Ed Eligibility Criteria
  • Income-based: Household income ≤ 185% of FPL or eligible for means-tested Federal assistance programs (e.g. SNAP, WIC, TANF, Free- or Reduced-School Lunch etc.)
  • Community-based: Living in a qualifying zip code ≥ 50% persons have gross incomes ≤185% of FPL

<table>
<thead>
<tr>
<th># Assigned for each site</th>
<th>Project = Farmers Market, Elementary Youth etc..</th>
<th>Site Location (School district, school name, food bank, etc..)</th>
<th>Address building number</th>
<th>Street Name</th>
<th>City</th>
<th>Zip Code</th>
<th>County</th>
<th>Target Audience</th>
<th>Qualifying SNAP-Ed Data</th>
<th>Qualifying SNAP-Ed Source</th>
<th>Month &amp; Year of Data Source</th>
<th>Partnership Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td># Community Center</td>
<td>Salvation Army</td>
<td>123 Main St</td>
<td>Anywhere</td>
<td>30241 Cobb</td>
<td>Adults 18+</td>
<td>85% Receive SNAP, WIC or TANF</td>
<td>Program Reports</td>
<td>15-Oct</td>
<td>MOU</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

85% Receive SNAP, WIC or TANF
UGA SNAP-Ed | Overview

• Reestablished since 2013
• Developing and implementing evidence-based, culturally appropriate nutrition education and obesity prevention interventions for low-income Georgians
• Based on collective capacity of UGA, augmented infrastructure and network of the UGA Cooperative Extension, and collaboration with diverse stakeholders and communities across the state
• Employing systematic evaluation using rigorous and innovative research methods, the SNAP-Ed Evaluation Framework, and GIS
UGA SNAP-Ed Programs

Innovative, Culturally-tailored, Evidence-based, and Multilevel Nutrition Education and Obesity Prevention

UGA SNAP-Ed Program

Food Talk
Direct Nutrition Education

Food eTalk
Online eLearning Nutrition Education

Social Marketing
Food Talk

Healthy Child Care
Georgia
Early Care and Nutrition Education

eNewsletters
Social Media
FNV

Nutrition Education and Obesity Prevention
UGA SNAP-Ed Food Talk Social Marketing | Development and Unique Elements

- Based on needs assessment and systematic GIS use
- Delivering culturally appropriate segmented messages using various medias
  - Print Media: Newsletters, 4-H Magazines
  - Online Media: Promoted online on website, in email, and in social media
- Implementing and evaluating a new fruit and vegetable campaign utilizing FNV materials
  - Billboards, Radio Spots, Online Promoted Video
  - Exploring point-of-purchase intervention opportunity
Geo-targeting | Defined

Definition
To target ads to people based on location or geographic criteria. Also known as “location targeting” or “geo-fencing.”

Examples
• Billboards: targeted to fixed locations
• Radio: bound by broadcast range
• Online: targeting must be specified
SNAP-Ed Eligible Communities in Georgia

• ZIP codes & Census Tracts where ≥ 50% pop. ≤ 185% FPL
• 1mi radii around eligible sites
UGA SNAP-Ed
FNV Intervention

Map of FNV pilot intervention of billboard, radio, and online video materials

• 4 intervention & 2 control sites
• Online promotions in same communities as billboard and radio ads
• Evaluation re-targeted to those who received the intervention online
Geo-targeting | Two Platforms

Facebook

Google

https://en.facebookbrand.com/assets/pages
Geo-targeting Platforms | Example Options

**Facebook**
- Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location

**Google**
- People in your targeted location
- People searching for, or who show interest in your targeted location
- People in, searching for, or who show interest in your targeted location
Geo-targeting Platforms | Pros and Cons

Facebook
- Interface is simpler
- Can distribute on Facebook, Facebook Messenger, Instagram, and Audience Network
- Users targeted primarily through logged-in information
- Rich targeting data based on engagement, communication, and self-reported info

Google
- Interface is powerful
- Designed for broad application across the web through Google, YouTube, Gmail, Apps, and countless websites
- Users targeted through cookies and statistical methods plus some logged-in information
- Rich targeting data from search, view, and communication history
Geo-targeting:
Facebook paid promotions using SNAP-Ed eligible ZIP codes in Georgia
UGA SNAP-Ed FNV
Sample Execution: Facebook Ad
Build an Audience

Navigate to the so-called “power editor” by clicking to “Manage” or “Create” Ads
UGA SNAP-Ed Facebook Geo-targeting

Build an Audience
If you don’t immediately see “Audiences,” expand “All Tools”
Build an Audience

Create a “saved audience” to define characteristics you will target with your promotions.
Target the Audience

We’re going to skip straight to adding bulk ZIP locations for this example, but you don’t necessarily need a spreadsheet of data to geo-target.
Target the Audience

Select your bulk data type. We’ll use ZIP codes for this example.
Target the Audience
Verify your upload is correct. Services like this are powerful, but computers can still misinterpret values at times.
UGA SNAP-Ed Facebook Geo-targeting

Target the Audience
Verify your upload is again to ensure the map was populated correctly.
Save the Audience

Make any final refinements based on interests or exclusions, and save your audience.
BONUS!

Free ways to Geo-target on Facebook
Preferred Page Audience

Setting a preferred page audience is free and helps you reach more of our target audience.
UGA SNAP-Ed Facebook Geo-targeting

Post Targeting
Not as robust targeting features, but posts can be targeted.
Geo-targeting:
Google Ads and YouTube promoted videos with SNAP-Ed eligible ZIP codes in Georgia
Sample Executions

These screen captures represent how the add will appear in YouTube or on partner websites.
Targeting ZIPs

Unlike Facebook, Google AdWords separates geo-location targeting and other audience segmentation characteristics.
Google AdWords allows for geo-targeting during campaign creation or after the fact under “settings.”
Specifying Locations

Google AdWords and Facebook allow for a few different location types with geo-targeting, but both can work with ZIP codes.
UGA SNAP-Ed Google Geo-targeting

Specifying Locations
Verify bulk locations uploaded correctly.
Further Refinements

Narrow your target audience further by demographics, interests, or behavior.
Summary

• Geo-targeting is a useful tool to maximize the reach of interventions targeted to low-income individuals for nutrition education
  • Uses geographic information like addresses or zip codes to target advertisements online
  • Ensures your promotion dollars are getting the right messages to the right people in the right places
  • Allows online adds to be restricted to an area like billboards or radio ads would be, but provides further refinement through audience demographic or behavior targeting
  • Comes at no additional cost and is free in some cases
Summary

• However, geo-targeting isn’t perfect
  • Outliers can be caused by VPNs (Virtual Private Networks)
  • ISPs (Internet Service Providers) can route traffic in ways that affect the geo-targeting
  • Gets you to 100% SNAP-Ed eligibility in targeted audiences, but doesn’t help determining unique reach over time or across different campaigns
Further reading

- Search the advertiser help center more generally
  - https://www.facebook.com/business/help/20229795981696

- Enroll in “blueprint” courses and further develop skills
  - https://www.facebook.com/blueprint/courses/explore?ref=fbb_an

Facebook

What's location targeting?

Important: Different marketing objectives may have different location targeting options. We’ll note when something may be different for the objective you’ve selected.

Location targeting allows you to target ads to people based on location. This article will explain the location targeting options and how to use them.

For most objectives, you use Locations targeting - targeting people in a country, region or city.

Using the store visits objective, you’ll use Business Locations targeting - where you target people in a radius around your restaurants, shops or dealerships.

Here are two screenshots to help you understand the presentational difference.
Further reading

- Search the advertiser help center more generally
  - [https://support.google.com/adwords/?hl=en&authuser=0](https://support.google.com/adwords/?hl=en&authuser=0)

- Search about targeting ads from Google's own resource
  - [https://support.google.com/adwords/answer/1722043?hl=en&ref_topic=3119074&authuser=0](https://support.google.com/adwords/answer/1722043?hl=en&ref_topic=3119074&authuser=0)
Special thanks to SNEB, ASNNA, and the ASNNA Social Marketing committee for helping make this all possible

Any questions?

Austin H. Childers | Social Marketing Coordinator | austinhc@uga.edu
Edda Z. Cotto-Rivera, MPH, CHES® | Project Coordinator | ecrivera@uga.edu
Jung Sun Lee, PhD, RDN | Principal Investigator | leejs@uga.edu

University of Georgia Supplemental Nutrition Assistance Program Education (UGA SNAP-Ed)