



PRACTICAL USE OF SOCIAL MEDIA AS A SOCIAL MARKETING AND NUTRITION EDUCATION TOOL

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Learning Objectives

- Utilize social media advertising within social marketing campaigns to best reach target audiences, with emphasis on SNAP-eligible population
- Compare cost per impression/result of various social marketing channels, including social media, bus ads, billboards, print advertising, TV, and radio
- Describe different tools and strategies for tracking social marketing campaign performance with emphasis on social media and digital tools

INTRODUCTION TO SOCIAL MARKETING

Definition, Use in Nutrition Education, and Examples from VA & TN



What is Social Marketing?

“Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.” (CDCynergy Lite)

“the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society” (Andreason, 1995)

- 4 P's – produce, place, price, & promotion

Andreason, A. (1995). Marketing social change: Changing behavior to promote health, social development, and the environment. San Francisco: Jossey-Bass.

How is Social Marketing used in Nutrition Education?



SHOP COOK EAT
healthy, on a budget. *It's a snap!*



P183 Outcome Evaluation of Maine SNAP-Ed's Print and Digital Social Marketing Campaign

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Objective: To determine effectiveness of reaching Maine SNAP-Ed's target audience with social marketing messages delivered through print and digital channels.

Theory, Prior Research, Rationale: USDA's Food and Nutrition Service (FNS) encourages the use of social marketing campaigns as a way to enhance nutrition education in SNAP-Ed. Successful campaigns are comprehensive in scope and provide education through multiple channels.

Description: In 2015, Maine SNAP-Ed launched its campaign, called Shop, Cook, Eat Healthy and on a Budget, to influence health-related behaviors of individuals and communities while building upon direct nutrition education efforts. The campaign integrated traditional print materials (direct mail postcards, posters, flyers), with a robust online presence (targeted online ads, social media, landing page). Target audience were SNAP-eligible women with children in Maine.

Evaluation: Altarum conducted a follow-up randomized phone survey of 600 SNAP recipients statewide using measures from the SNAP-Ed Evaluation Framework to assess campaign exposure. Awareness of the campaign increased significantly from the previous year (63% vs. 49%), and women with children reported higher levels of exposure to messages compared to other respondents (81% vs. 56%), indicating that messages are resonating with the target audience. While print materials were the most commonly recalled among all respondents, women with children had higher levels of recall of the digital campaign compared to others. Exposure to the campaign led many respondents to report trying out a new behavior such as making healthier food choices (32%).

Conclusions and Implications: Evaluation results indicate that Maine SNAP-Ed has designed a social marketing campaign that reaches a large segment of its target audience through print and digital channels.

Funding: Supplemental Nutrition Assistance Program - Education

Perspective from Virginia



***It's a **SNAP** to use **EBT** at
farmers markets***

www.eatsmartmovemoreva.org

Virginia EBT
1234 5612 3456 7890
JOHN Q. PUBLIC
HOBOKEN, NJ

**Eat
Smart
Move
More**

Virginia Cooperative Extension
Virginia Tech • Virginia State University

Eat Smart • Move More
Virginia Cooperative Extension • Family Nutrition Program

Virginia Cooperative Extension programs and employment are open to all. Virginia Cooperative Extension and USDA are equal opportunity/affirmative action employers. This material was partially funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This material was partially funded by the Expanded Food and Nutrition Education Program, USDA, NIFA.

Perspective from Tennessee

Formative Research
Farmers' Market Fresh
Quick Wins
Families 4 Change



PROBLEM DESCRIPTION



Problem Description - Overview

“clarifies what the public health problem is, who is affected, and what you propose to do to address it.” (CDCynergy Lite)

1. Write a problem statement
 - What should be occurring? What is occurring?
 - Who is affected and to what degree?
 - What could happen if the problem isn't addressed?
2. List and map the causes of the health problem
3. Identify potential audiences
4. Conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis

Perspective from Virginia

Table 3: Identified Concerns/Barriers For Using Farmers Markets as an Access Point For Fresh, Local Foods.

Theme	Concern	Impact on Farmers Market Access
Inconvenience	Days/Hours of Operation	Work and hours of childcare interfered with the ability to go to the market
	Food choice and availability	Some farmers markets do not have foods from all of the food groups for sale, forcing participants to shop at other locations
	Family-friendliness	Difficult to shop with children at farmers market
	Physical navigation	Markets can be hard to navigate, don't have the option to use motorized carts
Awareness	Unsure of prices	Hard to plan ahead
	Unsure of availability	Hard to plan ahead
Awareness/social stigma*	Unsure of EBT acceptance	Participants preferred EBT acceptance to be well advertised so they would not have to draw attention to their EBT use
Social stigma*	Child behavior (i.e. children crying in public)	Trying to control children outdoors will lead to extra attention
	Lack of anonymity	Vendors and other shoppers were able to identify the participants when they used their EBT cards

*Designates a researcher derived theme

Table 2.
Identified Opportunities For Including Experiential Learning Into Farmers Market Curriculum

Theme	Opportunity	Supporting Access
Food knowledge	Knowledge of food preservation	Ability to use food, maximize value, prevent food waste
	Direct contact with grower/producer	Ability to gather first-hand knowledge on food quality and safety
Socialization	Area for social gatherings, meeting people	Provided an opportunity for a girls' outing/educational experiences
Budget	EBT-matching programs	Stretch food budget
	Advertise higher perceived food quality and taste	Better quality for at a certain price point and better taste

Perspective from Tennessee



What do we do? Where do we start?



Problem Description – Your Turn!

- What nutrition or physical activity issues are you working to improve in your organization?
 - *What effects is it having on your target population?*
 - *Who is your target population?*
 - *What can be done to improve this issue?*
 - *What is contributing to this issue? Think about the SEM or other theoretical frameworks used in your organization and what you can impact.*

[Health Problem Analysis Worksheet](#)

MARKET RESEARCH



Market Research - Overview

“Market research (also called consumer or audience research) is research designed to enhance your understanding of the target audience’s characteristics, attitudes, beliefs, values, behaviors, determinants, benefits and barriers to behavior change in order to create a strategy for social marketing programs.” (CDCynergy Lite)

1. Define your research questions: determine information gaps, basic social marketing questions, audience segments, and environment
2. Develop a market research plan.
3. Conduct and analyze market research
4. Summarize research results: executive summary, introduction, methodology section, results, and conclusions and recommendations.

Perspective from Tennessee

Formative Research:
Caregivers School-Age Children

9 Focus Groups
90 Minutes
108 Participants



Information Sources Messages Communication Channels

Trust for Advice on Healthy Eating:

- Relatives (n = 24)
- Celebrities (n = 28)
- Doctor (n = 13)



**Information
Sources**

What could others say
to encourage healthy eating:

- “Reality checks”
- Mother focused
- Simple changes



Messages



Communication Channels

Facebook	88
Posters in Community Agencies	67
TV News	51
In-Store Displays	50
TV Ads	47
Billboards	36
Newspapers	33

Perspective from Virginia



2015 social marketing campaign images

Eat Smart, Move More at **Farmers Markets** In Season In Summer

Apples
Apricots
Asian Pears
Beets
Berries
Cabbage
Carrots
Cherries
Corn
Cucumbers
Eggplant
Garlic
Grapes
Green Beans



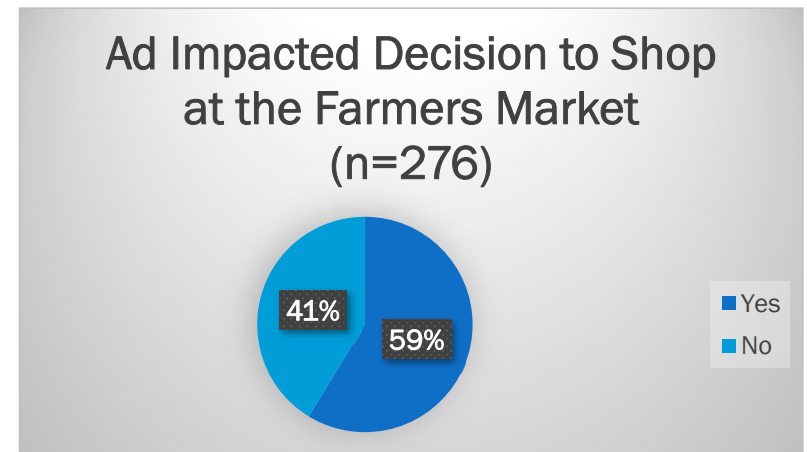
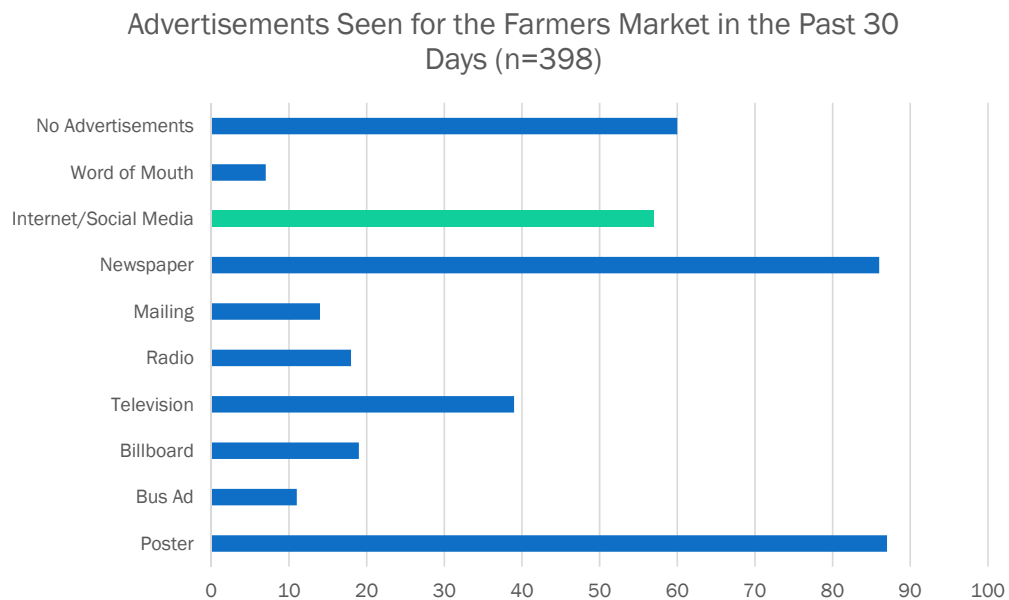
Herbs
Leafy Greens
Melons
Nectarines
Okra
Onions
Peaches
Peas
Peppers
Plums
Potatoes
Radishes
Summer Squash
Tomatillos



Virginia Cooperative Extension programs and employment are open to all. Virginia Cooperative Extension is an equal opportunity/affirmative action employer. USDA is an equal opportunity provider and employer. This material was partially funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This material was partially funded by the Expanded Food Nutrition Education Program, USDA, NIFA.



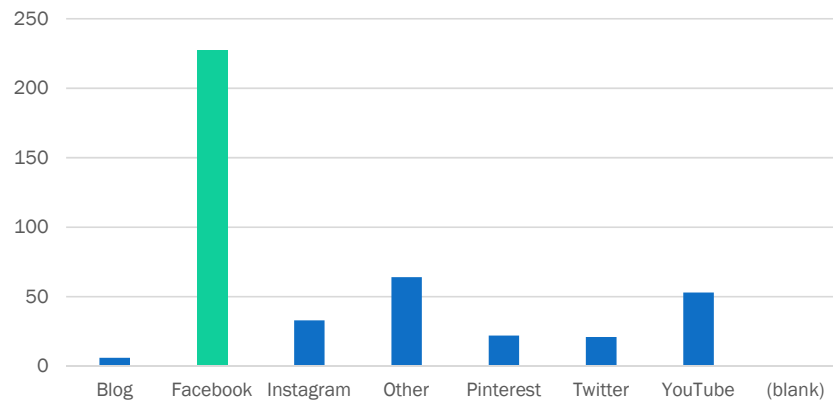
Perspective from Virginia



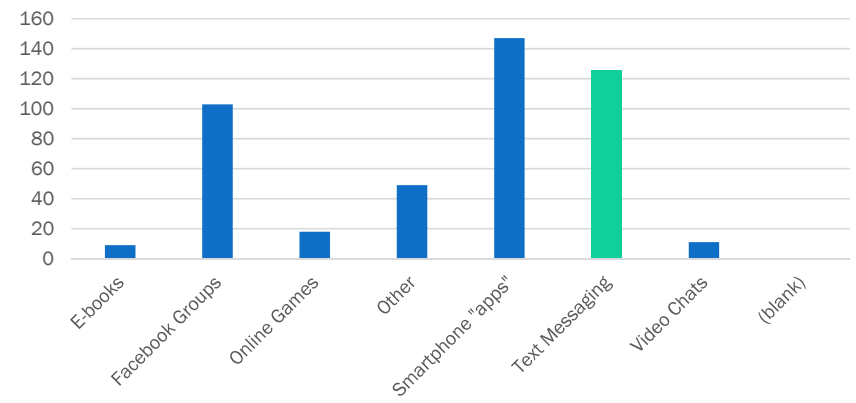
2015 social marketing campaign results

Perspective from Virginia

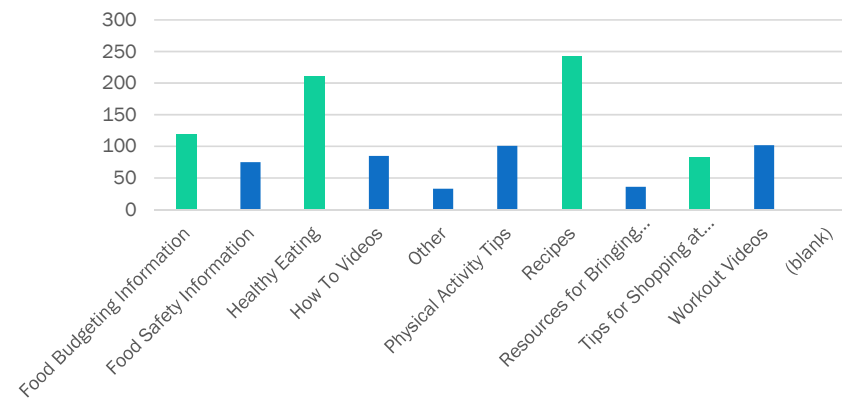
Preferred Social Media Site



Preferred Electronic Resources



Desired Information



Perspective from Virginia

Connect with You

SNAP-Ed Entry Form

The Virginia FNP would like to ask you a few questions to better understand who we serve. There are no right or wrong answers. Your responses are important and will be used to improve what we offer to you and your community.

Social Media

Which social media sites would you prefer to use to look up or read about information to help you eat smart and move more? Check *all* that apply.

☐ Facebook ☐ Twitter ☐ YouTube ☐ Blog ☐ Pinterest ☐ Instagram ☐ Other:

How do you usually access your social media sites?

☐ Smartphone or tablet ☐ Home computer or laptop ☐ Public computer or laptop

Electronic Resources

What electronic resources would you recommend we develop to help you find information and support you to eat smart and move more. Check *all* that apply.

☐ Smartphone "apps" (applications) ☐ E-books ☐ Video chats ☐ Text messaging ☐ Facebook groups
☐ Online games ☐ Other:

What type of information would you like to learn about on the FNP's social media sites? Check *all* that apply.

☐ Recipes ☐ Healthy eating ☐ "How to" videos ☐ Physical activity tips ☐ Workout videos
☐ Tips for shopping at farmers markets ☐ Food safety information ☐ Food budgeting information ☐ Resources for bringing healthy choices into your community ☐ Other:

Formative research on enrolled clients' preferences for social media sites and content.

Social Media

What is your favorite social media site? Check one.

☐ Facebook ☐ Twitter ☐ YouTube
☐ Blog ☐ Pinterest ☐ Instagram

What is your favorite type of social media post? Check one.

☐ Photos ☐ Videos ☐ Live Videos
☐ Links ☐ GIFs ☐ Memes and/or infographics (photos that also include information)



THE BEHAVIOR CHANGE RESEARCH LAB AT RESCUE

Peer Science is Rescue's in-house behavior change research lab that explores the underlying motivations for unhealthy behaviors and how to change them. Peer Science focuses specifically on cultural norms and how one's identity can encourage or discourage a healthy behavior, providing critical insights to develop interventions that drive behavior change more effectively and efficiently.

WHAT ARE PEER CROWDS?

Peer crowds are the macro-level connections between peer groups with similar values, interests, lifestyles, styles of dress, media consumption, and influencers. While a person has a local peer group s/he socializes with, that person and his/her peer group belong to a larger "peer crowd" that shares significant cultural similarities across geographic areas.

For example, among US teens, we have discovered the following five primary peer crowds that are present in nearly all communities. While the sizes of these peer crowds vary from city to city, what defines these peer crowds is consistent across the US.



Peer-reviewed research has shown that some teen peer crowds are significantly more likely to engage in risk behaviors such as smoking, drug use, alcohol use, and violence than others. Interventions can strategically use peer crowd information to design highly targeted campaigns to increase impact among the highest risk peer crowds. Research is also building to define young adult and adult peer crowds and their associated risk behaviors.

PEER CROWD DISCOVERY STUDIES

Peer Science offers public health organizations the opportunity to discover and understand peer crowds in their local communities and how they relate to specific health behaviors. This is a unique approach to formative research that can provide your organization with more valuable and actionable insights than conventional focus groups alone.

Peer Crowd Discovery is conducted through focus groups of 6 – 10 participants. During these two-hour groups, Rescue researchers conduct individual and group activities that are both qualitative and quantitative to understand the following:

- What differentiates people who engage in the risk behavior from those who don't engage?
- What are the perceived benefits of the risk behavior and the healthy behavior?
- What are the peer crowds that people identify with locally?
- Which peer crowds are more likely to engage in the risk behavior than others?
- What are the values and norms of the high risk peer crowds that can be used to promote behavior change?

Peer Crowd Discovery studies range in price based on the number of focus groups and geographic scope. Generally, pricing for these studies begins around \$80,000. Contact Rescue for more information or for a customized proposal.

I-BASE SURVEY™ STUDIES

The **I-Base Survey™** is a proprietary research instrument developed by Rescue scientists that quantitatively measures peer crowd affiliation. Using the findings from Peer Crowd Discovery studies, Rescue identifies photos of people who represent each prevalent peer crowd to use as stimuli on the two-page I-Base Survey. Then, participants are asked to select the pictures that best and least fit into their main group of friends. Based on each participant's picture selections, the I-Base Survey is used to calculate an influence score for each peer crowd. When combined with risk behavior questions, the I-Base Survey can show which peer crowds are more or less likely to engage in the risk behavior, allowing you to target your campaign more effectively.



Sample I-Base Survey™

I-BASE SURVEY™ IN ACTION – VIRGINIA FOUNDATION FOR HEALTHY YOUTH

For years, the Virginia Foundation for Healthy Youth (VFHY) has used the I-Base Survey to understand peer crowd tobacco use trends across Virginia. In 2015, VFHY took it one step further by working with the Virginia Department of Health to add the I-Base Survey to the state's Youth Risk Behavior Survey. This provided a plethora of new information about teen peer crowds and their risk behaviors.

CIGARETTE SMOKING

Currently smoked cigarettes (7.9%)



VAPING

Currently used electronic vapor products (14.1%)



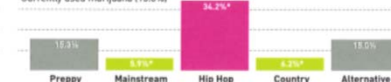
BINGE DRINKING

Drank five or more drinks of alcohol in a row (11.2%)



MARIJUANA USE

Currently used marijuana (15.8%)



PHYSICAL ACTIVITY

Did not participate in at least 60 minutes of physical activity on at least 1 day (14.0%)



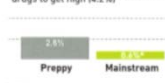
SUGARY SWEETENED BEVERAGES

Drank a can, bottle, or glass of soda or pop one or more times per day (16.7%)



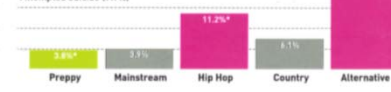
DRUG USE

Currently took over-the-counter drugs to get high (4.2%)



SUICIDE

Attempted suicide (7.9%)



Denotes significantly higher risk (p<.05) Denotes significantly lower risk (p<.05)

Study included 5,043 students from 83 high schools across Virginia. School response rate was 100%, and student response rate was 84%.

Beyond our focus on peer crowds, the Peer Science team at Rescue also provides other research services for Rescue campaigns including message and concept testing, segmentation studies, and evaluation services. Our research expertise is coupled with advanced technology solutions ranging from survey design and development, on-site digital survey capture, and social media recruiting.



For more information about Peer Science and Rescue's research services, contact:
MAYO DJAKARIA
619-231-7555 x 120 / Mayo@RescueAgency.com

Market Research – Your Turn!

Answer these basic social marketing questions (CDCynergy Lite):

- the barriers and benefits of the recommended behavior
- the barriers and benefits of its competition
- the benefits audience members seek in life overall
- what would make the behavior easier, more comfortable or fun, and more popular
- how, where and when the behavior takes place
- who helps create these opportunities or has influence on this audience
- through which media or channels the audience gets its information

MARKET STRATEGY



Market Strategy - Overview

“a plan of action for your entire social marketing program. Market strategy encompasses the specific target audience segment(s), the specific desired behavior change goal, the benefits you will offer, and the interventions that will influence or support behavior change.” (CDCynergy Lite)

1. Select your target audience segment(s).
2. Define current and desired behaviors for each audience segment.
3. Prioritize audience/behavior pairs
4. Describe the benefits you will offer
5. Write your behavior change goal(s)
6. Select the intervention(s) you will develop for your program (see Interventions section)
7. Write the goal for each intervention

Perspective from Virginia

Campaign objectives:

- *increase use of SNAP at farmers markets*
- *Increase consumption of fruits and vegetables*

Social media objective:

- *Click link to map of Virginia Farmers Markets that accept and/or match SNAP*

Perspective from Virginia

- Areas in Virginia with Farmers Markets that accept and/or match SNAP
- Adults 18+
- Demographics:
 - *Lowest income & net worth settings*
 - *Some college or less educational attainment*
 - *Parents*
- Interested in fast food, energy drinks, soft drinks, recipes
 - Friends of FNP Facebook page followers in Virginia

Perspective from Tennessee

Segmentation is key!

Who?
How?
Why?



Interventions



CASE STUDY



REDUCING SUGAR-SWEETENED BEVERAGE CONSUMPTION IN VIRGINIA A HEALTH BRANDING™ CASE STUDY

Rev Your Bev is a statewide campaign in Virginia to raise awareness about the health effects of soda and other sugary drinks. It uses Rescue's **Health Branding™** strategy and the latest evidence-based marketing tactics to deliver new knowledge that could lead to behavior change in a relevant and believable way through integrated channels such as mass media and social media.

BACKGROUND & RESEARCH

Regional focus groups were held in SW Virginia with 36 teens and 14 parents assessing knowledge, beliefs, and message effectiveness among teens and parents. Research clearly showed a **significant knowledge gap** among both audiences with very few understanding the urgent and significant health harms of sugar-sweetened beverages.

THE PROBLEM: KNOWLEDGE GAP

Sugary drinks are not seen as a significant issue.

There's little understanding of sugar, appropriate consumption levels, or health harms. Which means, as a result, that there's no motivation or urgency to decrease consumption. And there's a lack of knowledge for Virginians to be able to choose healthier options.

Misconceptions

"I consider Sprite the healthiest. Because it don't have any caffeine." - TEEN

"We don't buy pop for our house. My son prefers sweet tea & my daughter prefers Capri Sun." - PARENT

HEALTH BRANDING™

People have to realize that there's a problem before they'll support a solution.

Using Rescue's Health Branding™ Model, **Rev Your Bev**, a multi-channel campaign blending digital and on-the-ground interaction to drive exposure to educational messaging both online and in-person was created.

WE NEED TO CHANGE KNOWLEDGE



5 Tactics for Designing an Effective Health Branding™ Campaign

1. Segment the audience based on their current behavior and likelihood to change based on new knowledge
2. Align knowledge with the values of specific audience segments through branding
3. Share information that challenges current knowledge (not known or not believed)
4. Highlight the simple, repeatable & shareable
5. Achieve sufficient reach & repetition to create a new understanding

CAMPAIGN DESIGN

TARGETED MEDIA CAMPAIGN: Television, Radio, and Digital Media

A suite of health communications materials were developed including **Rev Your Bev** television and radio spots, print materials and resources, and a robust bank of educational content for social media. An earned media strategy garnered media attention to amplify the message.



TELEVISION, RADIO & WEB COMMERCIAL



SOCIAL MEDIA GRAPHICS



PRINT MATERIALS

ON THE GROUND EDUCATION EFFORTS: Annual Rev Your Bev Day

An annual statewide day of action, **Rev Your Bev Day**, partners with local organizers to reach the target audience with high-value, high-impact, in-person educational conversations. Over 350 YMCAs, dentist offices, schools, hospitals, and other community hubs across Virginia signed up to host a **Rev Your Bev Day** event in 2016.

EVENT STRATEGY



EVENT-IN-A-BOX

Hosts received an "Event-In-A-Box," with everything needed to host and promote a successful event. In addition to event materials such as posters, handouts, and displays, each toolkit included a data collection tool that allows for measuring and evaluating event participation.



ONLINE REGISTRATION

An online registration process and digital coordination made it possible to have over 350 events taking place on a single day and access to contact information for future follow up.



PROMOTION

A strong social media presence from pre- to post-**Rev Your Bev Day** created maximum impact on social media platforms resulting in more than 500,000 impressions. Notably, a Thunderclap amplified over 146,951 additional impressions.



EDUCATIONAL ACTIVITIES



MEDIA COVERAGE

DRIVE MESSAGE ENGAGEMENT: Online Interactive Education Experience

The **Rev Your Bev Interactive Online Experience** gives users a better understanding of personal sugar consumption while encouraging them to swap unhealthy drinks for healthier alternatives.

Users build a customized profile, either for themselves or their children, by selecting the types of beverages consumed in a typical day.

While the total sugar profile is being calculated, a video educates them on the health consequences of sugary sweetened beverages.



Users can see how much added sugar they drink broken down into teaspoons, calories, and pounds.

Graphics highlight health risks such as heart disease and liver disease. Users can click the image to learn more.



Users are then able to swap drinks for healthier choices and see how their choices can reduce their sugar intake.

Finally users are encouraged to share their pledge to drink less sugar on social media and to ask their friends and family to follow their lead.

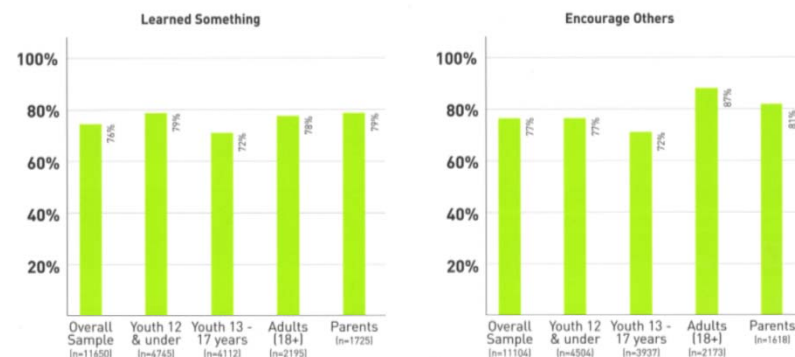
RESULTS

In 2016, 379 events across Virginia took place, collecting more than 13,500 educational surveys and reaching more than 579,000 people on the ground and online. Online content generated 2,433,699 impressions and resulted in 313,252 video views. Overall, the digital strategy has reached 1,077,252 people since April 2014 and has driven 371,847 actions.

In May 2016, a total of 13,551 cross-sectional surveys from a convenience sample were analyzed to assess awareness and knowledge of SSB and patterns of SSB consumption:

• 76% of participants said they learned something new about sugary drinks

• 71% said they would encourage others to drink fewer sugary drinks



Rev Your Bev Day Survey

Rev Your Bev continues to drive education and action across the state. In the last three years, local schools and community organizations - such as the YMCA, community centers, and healthcare providers - have organized more than 1,000 Rev Your Bev Day events with more than 100,000 people taking part in this statewide day of action. Web visitors continue to interact with the educational engagement tool and build drink profiles.



For more information about Rev Your Bev or Rescue's Health Branding™ strategy, contact:
KRISTIN CARROLL
619-231-7555 x 148 / Kristin@RescueAgency.com

Market Strategy – Your Turn!

1. Breakdown your overall target audience into 2-5 different segments using demographics, interests, etc., thinking about how you will tailor your message to each group.
2. List 2-3 desired behavior changes for each segment.
3. Rank segments in terms of priority for interventions.
4. Rank each behavior change in terms of priority.

[CDC Market Strategy Wizard](#)

INTERVENTIONS



Interventions - Overview

“methods used to influence, facilitate or promote behavior change.” (CDCynergy Lite)

1. Write SMART objectives for each intervention activity, specifying:

Who specifically will be affected?

What will change?

How much change will occur?

By when?

2. Write a program plan, including activities, process objectives, timeline, and budget, for each intervention

Perspective from Tennessee



Perspective from Tennessee



Perspective from Tennessee

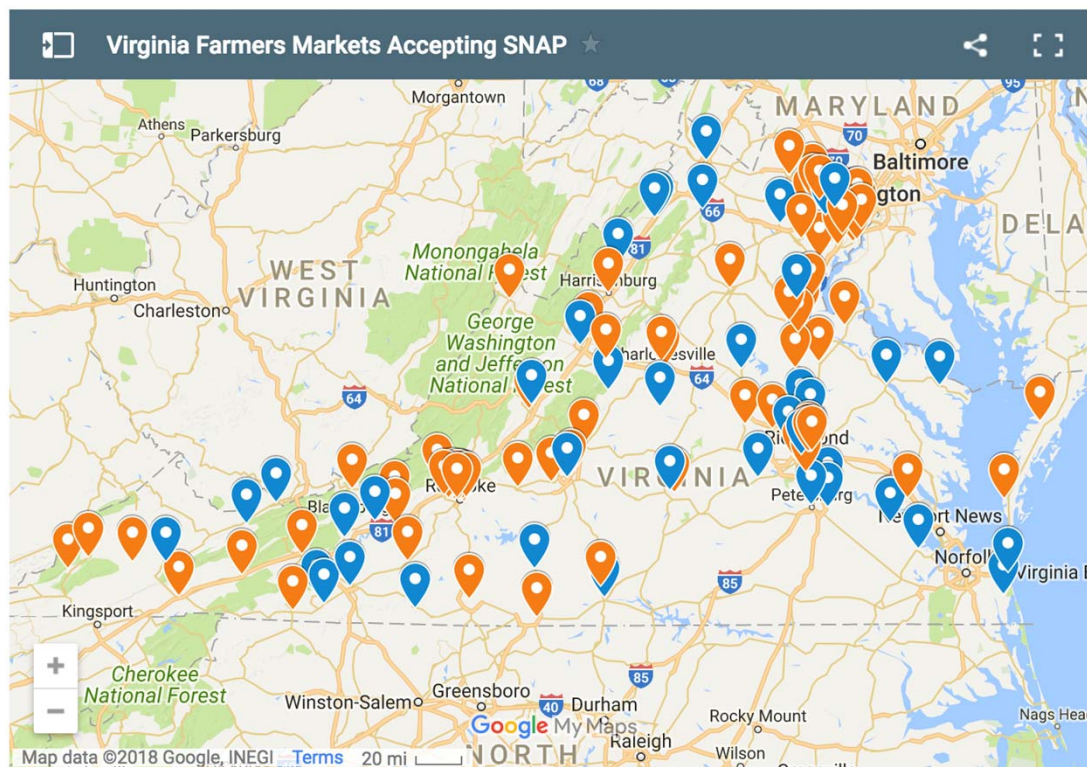


This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP and under an agreement with the State of Tennessee.



Perspective from Virginia

Virginia Farmers Markets Accepting SNAP



← Norton Farmers Market



Address

815 Park Avenue SW Norton, VA 24273

Market Season

June - September

Days Open

Tuesday

Hours Open

4PM - 7PM

SNAP Match?

Yes (Up to \$25)

WIC Farmers Market Nutrition Program?

Yes

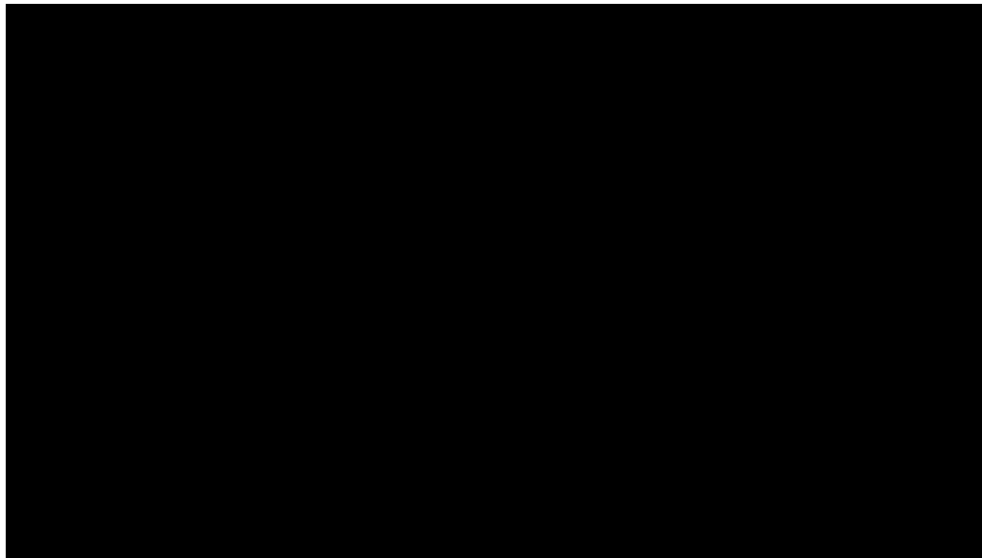
Senior Farmers Market Nutrition Program?

Yes

Website

<http://www.nortonva.gov/farmersmarket>

Perspective from Virginia



Virginia Family Nutrition Program

Sponsored · ⚙

...

Find a farmers market that accepts SNAP near you.



Farmers Markets Accepting SNAP in Virginia

Visit our interactive map to find y...

[LEARN MORE](#)

 Like

 Comment

 Share

Interventions – Your Turn!

Choose one audience segment and develop your desired social media intervention to target one of the identified behaviors.

Consider social media channel to use, format (photo, blog post, video, etc.), timeline, and budget.

EVALUATION



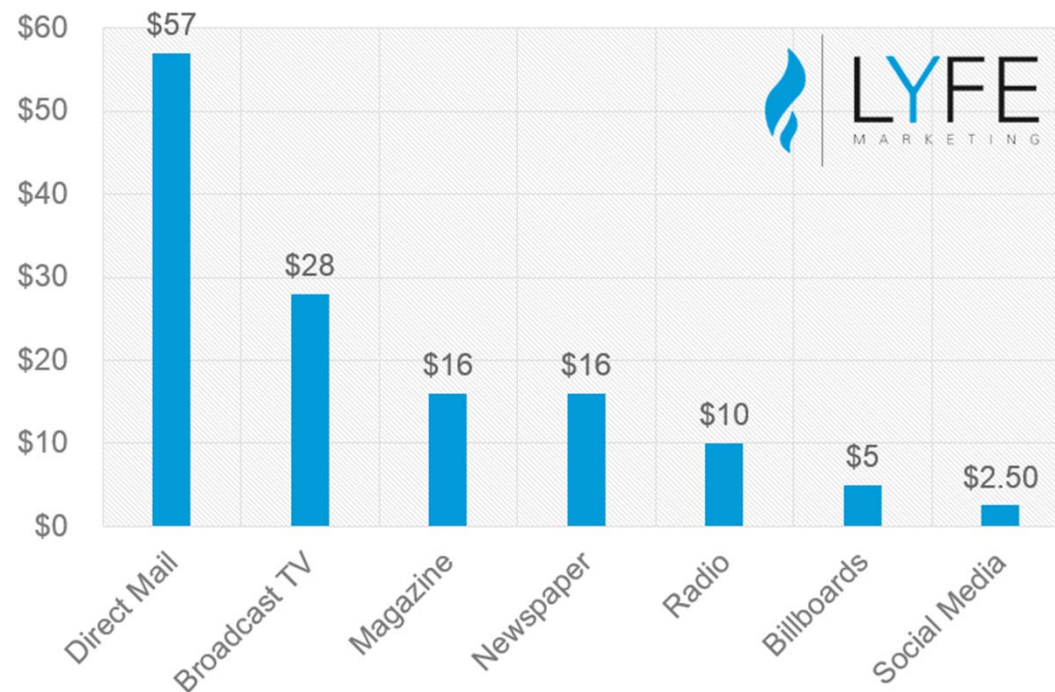
Evaluation - Overview

“a systematic way to improve and account for public health actions by involving procedures that are useful, feasible, ethical, and accurate.” (CDCynergy Lite)

1. Identify program elements to monitor
2. Select the key evaluation questions:
 - Was fidelity to the intervention plan maintained?
 - Were exposure levels adequate to make a measurable difference?
 - Were behavioral determinants affected by (or associated with) intervention exposures as predicted?
 - Did the determinants, in turn, affect behavior as predicted (i.e., was the internal logic of the intervention valid)?
 - Can any other event or influence explain the observed effects attributed to the intervention?
 - Were there any unintended effects?
3. Determine how the information will be gathered
4. Develop a data analysis and reporting plan
5. Develop a timetable and budget

Evaluation - Overview

Cost per impression/engagement vs. traditional advertising



Cost per 1,000 Impressions

Credit: [Life Marketing](#)

Evaluation

Cost per impression/engagement vs. traditional advertising

Advertising Channel	Average Cost
Local TV	\$200 to \$1500 per 30 second ad
Local Radio	\$500 to \$8,000 per week
Regional Newspaper Ads	\$693 to \$40,855 for ¼ page ad
Google Ads	\$1 to \$2 per click
Facebook Ads	\$0.31 to \$0.61 per click

Credit: [Fit Small Business](#)

Perspective from Virginia

EMC Added Value Report: Multimedia

Advertiser: Virginia Tech
Target: Multiple markets - Virginia

Media	Weekly Impressions	Net Rate	Total Net Negotiated Space Rate	Production per unit (one creative)	Total Net Rate (space+ production)	Total Campaign Impressions
Lynchburg, VA						
Posters-Standard	45,364	\$900.00	\$900.00	\$175	\$1,075.00	550,849
Posters-Standard	25,776	\$900.00	\$900.00	\$175	\$1,075.00	103,104
Posters-Standard	19,756	\$900.00	\$900.00	\$175	\$1,075.00	239,894
Posters-Standard	15,396	\$900.00	\$900.00	\$175	\$1,075.00	186,951
Montgomery County, VA						
Posters-Standard	48,172	\$725.00	\$725.00	\$175	\$900.00	385,376
Posters-Standard	23,851	\$725.00	\$725.00	\$175	\$900.00	286,212
Posters-Standard	26,172	\$725.00	\$725.00	\$175	\$900.00	314,064
Posters-Standard	30,541	\$625.00	\$625.00	\$175	\$800.00	366,492
Bus Kings	135,324	\$350.00	\$1,400.00	\$400	\$1,800.00	1,469,232
Bus Interior Cards	N/A	\$25.00	\$1,100.00	\$88	\$1,188.00	N/A
Wise County, VA						
Posters-Standard	12,961	\$475.00	\$475.00	\$175	\$650.00	131,462
Posters-Standard	28,192	\$475.00	\$475.00	\$175	\$650.00	285,947
Posters-Standard	21,964	\$475.00	\$475.00	\$175	\$650.00	266,706
Posters-Standard	22,016	\$475.00	\$475.00	\$175	\$650.00	267,337
Hanover County, VA						
Posters-Standard	8,532	\$3,725.00	\$3,725.00	\$840	\$4,565.00	49,973
Posters-Standard	13,226	\$1,050.00	\$1,050.00	\$175	\$1,225.00	86,914
Alexandria, VA						
Bus Kings	236,250	\$500.00	\$5,000.00	\$1,000	\$6,000.00	2,902,500
Bus Interior Cards	N/A	\$25.00	\$250.00	\$220	\$470.00	N/A
Arlington, VA						
Bus Kings	341,250	\$500.00	\$5,000.00	\$1,000	\$6,000.00	4,192,500
Bus Interior Cards	N/A	\$25.00	\$250.00	\$220	\$470.00	N/A
Danville, VA						
Bus Kings	210,000	\$350.00	\$2,100.00	\$510	\$2,610.00	2,190,000
					\$2,741,786	14,275,513.000
						Cost per impression: \$0.192

Cost: \$2,741,786

Impressions: 14,275,513

Cost per impression: \$0.192

LOCALITY	PERSONS PA	PERSONS NPA	PERSONS TOTAL	2012 Est. Total Pop in Poverty
ALEXANDRIA	1773	7,361	9,134	10719
ARLINGTON	1582	5,868	7,450	17555
DANVILLE	1682	10,912	12,594	6372
HANOVER	511	4,337	4,848	12412
LYNCHBURG	2063	10,165	12,228	15896
MONTGOMERY	827	5,711	6,538	20087
WISE	1389	6,900	8,289	9750
			61,081	92,791

Based on SNAP participation Data from VDSS

Perspective from Virginia

Ad Name	Ends	Amount Spent (USD)	Results (3-second video views)	Cost per Result	Reach	Impressions	Cost per Impression	Link Clicks
FM Spring 2017 Promo 1	6/12/17	\$249.87	8,503	\$0.03	10,960	16,121	\$0.015	92
FM Spring 2017 Promo 1 - Friends of FNP	6/12/17	\$249.97	14,593	\$0.02	17,955	28,475	\$0.009	111
FM Spring 2017 Promo 1 - Friends of FNP - Video 2	7/17/17	\$250.00	10,819	\$0.02	12,035	18,273	\$0.014	123
FM Spring 2017 Promo 2	7/17/17	\$250.00	7,824	\$0.03	7,524	13,309	\$0.019	80
FM 2017 - Friends of FNP - Promo 3	7/24/17	\$50.00	2,338	\$0.02	2,783	3,546	\$0.014	38
FM 2017 Promo 3	7/24/17	\$50.00	2,680	\$0.02	3,060	4,553	\$0.011	10
Instagram - Traffic	8/1/17	\$21.45	3	\$7.15	3,919	4,579	\$0.005	3
Boosted Post: "Taste the difference of a locally grown tomato at..."	8/8/17	\$10.00	484	\$0.02	1,633	1,789	\$0.006	
Boosted Post: "We love colorful peppers! What's your favorite..."	8/9/17	\$10.00	494	\$0.02	1,613	1,778	\$0.006	
Boosted Post: "We're right in the middle of squash season...."	8/10/17	\$10.00	470	\$0.02	1,759	1,886	\$0.005	
Boosted Post: "You'll find fresh, local foods at the farmers..."	8/11/17	\$10.00	389	\$0.03	1,482	1,608	\$0.006	3
Boosted Post: "Leafy greens taste better from the farmers..."	8/12/17	\$10.00	723	\$0.01	1,725	1,880	\$0.005	
FM campaign - Friends of FNP - Video 4	9/22/17	\$249.80	12,165	\$0.02	12,591	21,857	\$0.011	85
FM Video 4	9/22/17	\$249.79	9,559	\$0.03	10,164	19,371	\$0.013	31
Total results (cost, video views, reach, impressions, link clicks)		\$1,670.88	71,044		89,203	139,025		576
Average cost per result or impression				\$0.53			\$0.01	

Cost: \$1,670.88

Impressions: 139,025

Cost per impression: \$0.01

3 sec video views: 71,044

Cost per view: \$0.53/\$0.02

Link clicks: 576

Cost per click: \$2.90

Perspective from Tennessee

Process Evaluations
Impact Evaluations

Contract Services



Evaluation – Your Turn!

Let's check out the ad targeting criteria and analytics available in [Facebook Ads Manager](#)

[Set up your own Ads Manager account](#)

IMPLEMENTATION



Implementation - Overview

“the point at which all your planning and preparation come together.” (CDCynergy Lite)

- Execute and manage intervention components and monitoring and evaluation plans
 - *Begin to document your intervention activities and spot-check them for fidelity to your plan*
 - *have a system for recording target audience feedback on your intervention activities, communication materials, services and products*
 - *Determine lessons learned by reviewing program steps from planning and implementation through feedback and evaluation.*
 - examine both positive and negative outcomes to learn what worked and what didn't
 - look at both hard and soft data
- Modify intervention activities according to feedback.
 - *Use audience feedback, program monitoring, and evaluation data to revise your overall program model or to tweak activities to better serve your target audience.*
 - *For each major program adjustment, make the necessary changes in the supporting documentation, such as communication plans, staffing requirements and reviews, monitoring and feedback protocols and instruments, and evaluation designs*

Perspective from Tennessee

Check In Continually

Modify and Refine

Continual Process Improvement

“We are not pouring concrete folks.”

Perspective from Virginia



Eat Smart, Move More at **Farmers Markets**



What you can
**buy with your
SNAP benefits**
at the farmers
market

- Meat
- Vegetables
- Fruit
- Eggs
- Honey
- Herbs
- Jams and preserves
- Cheese
- Wrapped baked goods to be eaten at home
- Plants that produce food

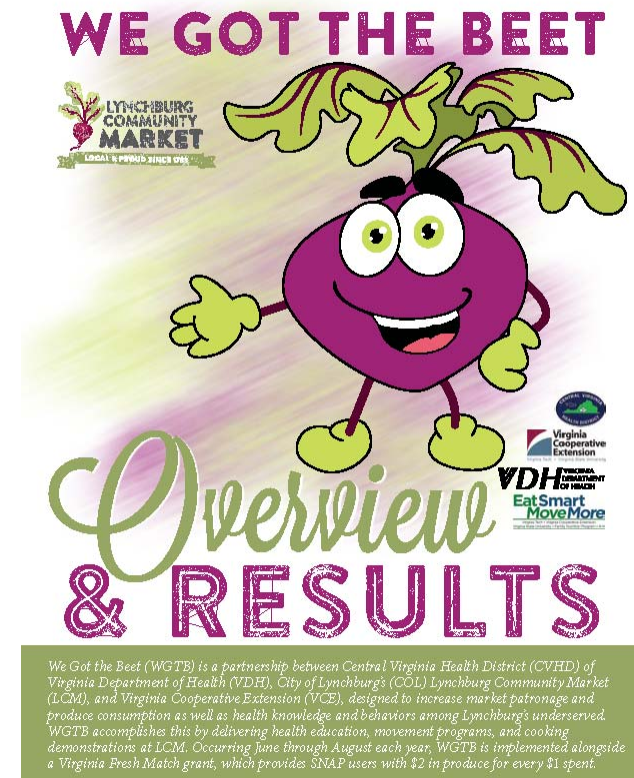
You cannot buy hot prepared foods, alcohol, and non-food items, same as the grocery store.

Eat Smart-Move More
Virginia Cooperative Extension programs and employment are open to all. Virginia Cooperative Extension is an equal opportunity/affirmative action employer. USDA is an equal opportunity provider and employer. This material was partially funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This material was partially funded by the Expanded Food Nutrition Education Program, USDA, NIFA.



Perspective from Virginia

- Direct education
 - *Farmers Market supplemental lesson*
 - *Just Say Yes mini lessons at the market*
 - *Cooking demos at the market*
- PSE Work
 - *Farmers market technical assistance for SNAP*
 - *Mini-grant program to support local farmers market work*
 - *#ESMMatFM social marketing*





Implementation – Your Turn!

Group Share

Elevator Speech of what you created today!

Resources

- www.EFNEPDigitalResources.org
- [CDC's Gateway to Communication and Social Marketing Practice](#) and [CDCynergy Lite Social Marketing tool](#)
- [SNAP-Ed Connection Social Marketing page](#)
- ASNNA Social Marketing Committee
- SNEB [Communications](#) and [Digital Technology in Nutrition Education and Behavior Change](#) divisions
- [Making Health Communication Programs Work](#) from U.S. Department of Health and Human Services