

**Michigan Team Nutrition 2014 Grant  
(October 1, 2014 to September 30, 2016)  
Social Media Plan & Calendar of Events**

**Contents**

Overview ..... 2

MTN Social Media Themes ..... 2

Content Guidelines ..... 3

Social Media Events ..... 3

Posting Frequency..... 3

Monitoring and Interaction ..... 4

Reporting ..... 4

Social Media Calendar TN 2014 ..... 5

## Overview

The Team Nutrition Facebook, Twitter and YouTube pages were created in 2010 as a way to connect to and engage with foodservice professionals. The audience and scope has adapted over time to include parents, students and school professionals in addition to food service professionals. The MTN 2014 Social Media Plan will guide social media networking efforts for the 2014 grant period.

Michigan Team Nutrition utilizes each social media platform with varying aims as follows.

- MTN uses Facebook to provide quality curated content to our target audience.
- MTN uses Twitter to engage and interact with food service professionals as well as partner organizations.
- MTN uses YouTube to provide original content featuring innovations and training for School Nutrition Professionals.

## MTN Social Media Themes

Social Media themes will be included in messaging and may also be highlighted in planned Social Media Events.

TN 2014 themes include but are not limited to:

- MTN Steering Committee member initiatives (Objective 1)
- Healthier School Environment Toolkit and Training Materials (Objectives 2 and 3)
- Smarter Lunchroom, HUSSC and Healthier School Environment successes, lessons learned (Objectives 4 and 5)
- Video and Print Success Stories (Objective 6)
- Smarter Lunchroom messages at the fall MSUE Annual Conference, SNAM Annual Conference
- MSUE, MDE, and SNAM newsletters and publications
- Past MTN grant products (example: MTN 2013 social media themes)
- Promotion of National Team Nutrition Materials

Additional Tweets/Posts will include the following themes and messaging:

- Team Nutrition grant initiatives (Michigan and other states as applicable)
  - Videos
  - Success Stories
  - Training and Event promotion
- Michigan Let's Move - Healthier Schools
- HUSSC school meal compliant recipes
- Engaging students through the USDA endorsed Fuel Up to Play 60 program
- Promoting school gardens and the farm to school implementation
- Educating parents on the nutritional benefits of school meals instead of a la carte foods
- Smart Snacks policy and initiatives
- Smarter Lunchroom theories

- Success Stories
- School Breakfast and Lunch Promotion
- School Food Service Training Opportunities
- Photos and content from Food Service Professionals around the state

## Content Guidelines

- Ensure curated content is relevant and in line with MTN social media themes
- Readers know a sterile blog/Facebook post or Twitter feed when they read it
- If it's not real, it's not viral
- Use key messages and hashtags to track content
- QUALITY OVER QUANTITY
- Utilize scheduling features of Hootsuite when prudent – overuse may lead to stale posts

## Social Media Events

The MTN Social Media plan will refer to a Social Media Event as a period of increased posting activity surrounding a specific topic lasting a set amount of time - an hour, day or week. Events may utilize live posting and tweeting as well as the scheduling features of Hootsuite. MTN social media events are held online and do not require development or participation in a physical event. All Social Media themes supporting grant activities will be highlighted throughout the entire grant period and are not limited to a specific time.

## Posting Frequency

Facebook:

- Goal 1-2 posts/day with a minimum 3 posts per week
- During a special event additional posts may be warranted
- Frequent posting on Facebook of irrelevant content may lead to loss of fans

Twitter:

- Goal 1-3 posts/day with a minimum 3 posts per week
- During a special event additional posts may be warranted
- While interacting with followers additional posts may be warranted

YouTube:

- Anytime a new video is completed

## Monitoring and Interaction

Each page should be logged into daily during on regularly scheduled work days to respond to messages and comments.

### Facebook:

- Respond to direct posts, post comments and private messages appropriately
- If a negative comment is posted respond in a positive way and redirect the conversation.
- If an obscene or completely inappropriate comment is posted, delete it.
- While logged in review the news feed and 'like' posts from reputable organizations with messages we support.
- If other organizations posts are relevant and appropriate to share, share with our followers. Make sure to write a quick post along with the share, describing content or why our followers may be interested.

### Twitter:

- Respond to direct tweets and private messages appropriately
  - Interaction is a good thing! Be as prompt with responses as possible.
- If a negative tweet is directed to TN, respond in a positive way and redirect the conversation.
  - If it is undesirable, but harmless and a redirect of the conversation is unlikely, a response is not necessary.
- If an obscene or completely inappropriate tweet is posted, remove it from page.
  - Consider blocking poster if it is spam.
- While logged in review the news feed and 'favorite' tweets from reputable organizations with messages we support.
- Participate in Twitter Chats when subject matter is relevant and time permits
- If other organizations posts are relevant and appropriate to share, retweet to our followers. Reframe the tweet as needed.
  - If modified: MT @\_\_\_\_\_
  - If quoted exactly: RT@\_\_\_\_\_
  - Note – indicating MT/RT is not required as long as the original poster is recognized.

### YouTube

- Respond to comments on videos and private messages appropriately
- "Like" videos from reputable organizations with messages we support.

## Reporting

Analytic data should be reviewed on a regular basis by the Social Media lead and tactics should be adjusted to promote maximum engagement and participation. Key metrics to monitor include monthly FB, Twitter and YouTube fans, followers and subscribers respectively as well as engagement data like post consumption, and impressions.

At minimum MTN social media efforts, successes, lessons learned and key analytic data will be reported in bi-monthly MTN core team meetings and monthly in Michigan School Nutrition Program unit staff meetings. Quarterly reports should include analytic data, a sampling of posts and brief relevant discussion.

## Social Media Calendar TN 2014

Month	Events & Themes
<b>Oct-14</b>	Farm to School Month
	<b>National School Lunch Week</b>
	<b>School Nutrition Association of Michigan Conference</b>
	<b>Apple Crunch Event</b>
<b>Nov-14</b>	General Posting/Tweeting
<b>Dec-14</b>	Healthy Holidays
<b>Jan-15</b>	Junior Chef Promotion Begins
<b>Feb-15</b>	Junior Chef Promotion Continues
<b>Mar-15</b>	Junior Chef Promotion Continues
	<b>National School Breakfast Week with</b>
<b>Apr-15</b>	Junior Chef Promotion Continues
<b>May-15</b>	<b>Junior Chef Event</b>
<b>Jun-15</b>	MeetUp and EatUp and Summer Food Service Programs
<b>Jul-15</b>	MeetUp and EatUp and Summer Food Service Programs
<b>Aug-15</b>	MeetUp and EatUp and Summer Food Service Programs
<b>Sep-15</b>	General Posting/Tweeting
<b>Oct-15</b>	<b>National School Lunch Week</b>
	<b>School Nutrition Association of Michigan Conference</b>
<b>Nov-15</b>	General Posting/Tweeting
<b>Dec-15</b>	General Posting/Tweeting
<b>Jan-16</b>	General Posting/Tweeting
<b>Feb-16</b>	General Posting/Tweeting
<b>Mar-16</b>	<b>National School Breakfast Week</b>
	<b>Choices Conference</b>
<b>Apr-16</b>	General Posting/Tweeting
<b>May-16</b>	<b>School Lunch Hero Day</b>
<b>Jun-16</b>	General Posting/Tweeting
<b>Jul-16</b>	General Posting/Tweeting
<b>Aug-16</b>	General Posting/Tweeting
<b>Sep-16</b>	General Posting/Tweeting