Welcome, thank you for joining!

Please type any questions you have using the Q&A feature and Dana will address them at the end of her presentation.

If you are interested in joining the Healthy Food Choices in Schools Community of Practice or have any questions, please contact us at: healthy_food_choices_in_schools@cornell.edu
Hello!

School Nutrition Director for 5 Years at Jackson County Central in Jackson, MN
Marketing:
the action or business of promoting and selling products or services (Dictionary.com)

1. Name three ways you currently market your program in the school district and who is the target audience for each?
2. During this presentation, write down at least three new ideas you will do to market your program in 2020.
Negative marketing

“Prisoners Eat Better Food…”

“Students Protest School Lunch…”

“Sad School Cafeteria Lunches…”

“Parents Outraged By School Lunch Picture…”

#ThanksMichelleObama

Where is the community getting information about YOUR nutrition programs?
SPREAD THE WORD!

Negative marketing = decreased participation!

Positive marketing = increased participation!

Word of Mouth!
Why use social media for marketing?

FREE and EASY to use

Most everyone is already online

Show everyone what your program offers, straight from the source!

- Post pictures of all the great things you offer
- Post about general program information, special events, menus, nutrition education, job postings and reminders to parents

Flyer made with Canva, a free marketing tool.
Who is using social media?

Who is your target audience?

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**Majority of Americans now use Facebook, YouTube**

% of U.S. adults who say they use the following social media sites online or on their cellphone.

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</tbody>
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**Note:** Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

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**A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis**

Among U.S. adults who say they use ___, the % who use each site...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Daily</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>74%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>63%</td>
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<tr>
<td>Instagram</td>
<td>60%</td>
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<tr>
<td>Twitter</td>
<td>60%</td>
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<tr>
<td>YouTube</td>
<td>45%</td>
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</tbody>
</table>

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**Note:** Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often. Source: Survey conducted Jan. 3-10, 2018. "Social Media Use in 2018” Pew Research Center.
Tips for Social Media

- Check with your school’s District Office prior to beginning a social media page
- Check with principal before taking any student pictures
  - Take bright and colorful pictures
  - Don’t post sloppy tray pictures or work areas
- Use proper grammar and spell-check
- Crop and edit pictures before posting, close-ups work well
  - Take pictures of a full tray
  - Change filter for better color
- Ask student/staff member if OK to take their picture
- Videos can work well depending on the situation
- Use Links for more information (website link)
  - Use relevant hashtags & emojis
  - Keep your posts short
- Be consistent, post about 2-3 times a week, can schedule posts!
- Post at times when traffic is higher: lunch hour or after work
- Don’t post any personal information/personal opinions, keep it professional!

How Can You Promote Your Social Media Page?

Posting a picture, rather than simple text gets 53% more likes and 104% more comments
So many colorful choices on our garden bars today!

#gardenbar #schoollunch #freshfoods #Farm2School

New Flavor Station at the High School. Students have 6 different, no-sodium seasonings to add to their foods!

#schoollunch #MagicFlavorStation
Thanksgiving meal served at all schools today. Happy Thanksgiving from our Nutrition Services Team!

#thanksgivingmeal
#schoollunch
#happythanksgiving

How many colors can you count on our student lunch trays today?
#eatarainbow
#colorfultrays
#schoollunch
Our Middle School food service team is ready for some apple crunching today!

#GreatAppleCrunch
#MNAppleCrunch
Thanks to FFA Kid’s Garden Club for these beautiful tomatoes and green beans that we will feature on our garden bars tomorrow!

#FFA
#KidsGardenClub
#Farm2School #locallygrown

Delicious apples grown at the Red Apple Orchard!

#locallygrown
#appleorchard
#Farm2School
TRY-DAY Friday! Students tried yuca fries and plantains at lunch today. Good feedback!

#tryday #schoollunch

Recipes or products:

Homemade Pizza Day: BBQ Chicken, Alfredo Chicken, Sausage & Cheese. How do you choose?
#homemade #schoollunch #pizzaday
Promote your breakfast program

BYOYP: Build Your Own Yogurt Parfait at breakfast today!

#schoolbreakfast

So many great breakfast options at all schools! Did you know, breakfast is FREE if you qualify for free/reduced meals or just $1.65 if full paid?
Special Events & Guest Servers

We had a record of 400 parents eat with their kids today! Thank you to everyone who participated and helped make this event happen!

#TakeYourParenttoLunchDay

Happy Birthday Dr. Seuss! Green Eggs & Ham for Lunch today at Elementary Schools. #DrSeussBirthday

Very special guest servers today! Thanks for keeping our community safe.

We had a record of 400 parents eat with their kids today! Thank you to everyone who participated and helped make this event happen!

#TakeYourParenttoLunchDay
Celebrate!

Heroes of Our Lunch
Get students involved!
Fun, Friends & Free Food

ALL kids (18 and under) get FREE lunch ALL summer long!

Riverside Elementary School
M-F, June 11-August 24 (Closed July 4th) 11-12:30pm
Adult Lunch = $4
Please join us for nutritious meals, fun activities, and great company. See you there!

Follow us on Facebook: Jackson County Central Nutrition Services

Please JOIN US!

Who: You!
What: Red Cross Pillowcase Project Presentation
Where: Riverside Elementary in Jackson (820 Park Street)
When: Thursday, July 12th at 10 a.m.
Why: Learn how to respond to and stay safe during emergencies by decorating a cool pillowcase you get to take home! Plus, get a certificate when you complete the program.

American Red Cross

More way to use your Facebook page

Create an event that parents can respond to.

Have special contests for sharing a post.

When someone likes your post or picture and they don’t already like your page, you can invite them right away.

Ask people to share certain posts that would benefit many parents.

Share relevant information from credible sources.
non-social media marketing

➢ Host “Take Your Parents to Lunch Day” and “Breakfast Day”
➢ Have “Try-Days” for your students to sample items
➢ Present to student classes and give surveys
➢ Have student council plan menus for special dress-up days
➢ Utilize school marketing classes to promote programs
➢ Have staff give out samples to promote breakfast and lunch at school open houses
➢ “Free Meal on Us” passes to new teachers and staff
➢ Free treats or meals to teachers for Education Week or Parent Teacher Conferences
➢ Informative and updated website
➢ Write a monthly article in school newsletters
➢ Ask your newspaper to write articles and take pictures at events
➢ Promote what you’re doing on the radio
➢ Have students say the menu over morning announcements
➢ Create posters & handouts for students and post around the school
➢ Invite community members, administration and school board help serve meals
➢ Post today and tomorrow’s menus on menu boards & digital boards
➢ Present at PTO, Booster Clubs and other parent groups
➢ Staff members are great promoters—they are proud of their work. They are the key to success!
➢ Always use the best customer service to students, staff, community and parents
What is your initial reaction to this lunch menu?

What message does this menu send to parents and students?

What could be changed to better promote your program and food?
Utilize Your Menus

➢ Make colorful and informative
➢ Highlight locally grown produce, NEW products, homemade items, “Organic” and brand names
➢ Use descriptive words instead of broad terms
➢ Highlight any events such as National School Lunch Week or Apple Crunch Day
➢ Digital boards throughout the school and cafeteria
➢ Celebrate special days!
➢ Ask the newspaper to post menus
➢ Post menus online on website and social media
➢ Post in the cafeteria for students and community to see
➢ Hiring? Share on your menus!
Questions

?! 

Dana Boler
dana.boler24@gmail.com

Make Today GREAT!