

Celebrate Your Plate

Social Media Guidelines

Last Updated: February 13, 2018

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Overview

Purpose

To communicate with, engage and provide information in order to strengthen the nutrition safety net of low-income households with children. We will do this by sharing, monitoring and engaging in content that is related to enjoying healthy, delicious and affordable meals featuring fruits and vegetables. We will also focus on relevant topics that are informative and useful to our audience.

Audience Overview

The audience for the Celebrate Your Plate Facebook page includes the following:

- Women/mothers of low-income families
 - o With children under 18 years old
 - o Who fall below 185% poverty line
 - o Age: 18-59 (62%) and 60+ (38%)
 - o Ethnicity: Caucasian (88%), African-American (9%) and Other (3%)

Strategy

Our strategy is to provide content that can aid our audience in finding freedom through food as well as content that helps them budget for, plan and create healthy, tasty meals. We will strive to offer useful and relevant information that the audience couldn't readily find anywhere else. Our program will also aim to never lose sight of Celebrate Your Plate's purpose.

Goals

- Be a trusted resource for healthy, delicious meals that increase fruit and vegetable consumption
- Drive traffic to CelebrateYourPlate.org
- Gain followers of the Celebrate Your Plate Facebook page
- Increase engagement with our target audience
- Raise awareness of ways to strengthen the nutrition safety net of low-income households with children

Engagement & Code of Conduct

Social Voice

We are... Full of energy and new ideas; fun to be around
Warm and welcoming
Observant
Honest and complete
Simple and friendly
Politically agnostic
Conversational
Clear, approachable and in the active voice

We are not... Overtly promotional or self-serving
Overinflated
Stiff and overly formal
Negative
Passive
Opportunistic

Guides for Behavior

Do's:

- Tie all content, whenever possible, back to Celebrate Your Plate's purpose, using subtle calls-to-action
- Share recipes, images and video content that our audience will find interesting and useful
- Uplift partners through informative content or sharing/engaging with their content, when relevant
- Spotlight counties as a way to draw attention to positive activity and news
- Provide value by including other user handles, hashtags, URLs, etc., wherever possible
- Promote Celebrate Your Plate events and other regional events both proactively and in real-time
- Leverage polls as a way to engage our audience
- Capitalize on select obscure food-based holidays
- Use interesting and quality imagery, graphics and video wherever possible
- Showcase the work of the Celebrate Your Plate team with proper context and approval
- Respond to questions/comments in a timely fashion – within one business day
- Ensure a public record of interaction if users leave negative or defamatory comments

Don't's:

- Insert ourselves into a conversation where Celebrate Your Plate and it's purpose is of no added value
- Engage with overtly negative or critical content unless there is value to informing or educating the source
- Engage in a conversation or share content that is the role of another entity, i.e. Department of Education, Department of Job & Family Services, etc.
- Share content that might be considered partisan or in any way be associated with a crisis or political situation
- Recognize or post holiday related content unless it makes sense from a food related perspective i.e. Thanksgiving recipes
- Overuse emojis, campy graphics or slang terms/abbreviations
- Share content that does not directly involve Celebrate Your Plate and our partners or that could be considered opportunistic
- Share imagery or graphics that are visually unappealing or do not add value to the post
- Share imagery or content related to alcohol
- Use GIFs as a comment response

Guides for Response

Engage if:

- Trend or topic is specifically related to Celebrate Your Plate's mission and purpose and can provide our audience value by adding to the conversation
- Conversation or comments are related to a partner organization or appropriate event

Respond if:

- Expressly addressed within a social channel and would provide value by responding
- Correcting a negative or misinformation with a positive spin, while also pushing value-add content or URL

Redirect if:

- More appropriate partner or organization, i.e. Department of Job & Family Services, is able to respond better or with more information

Monitor if:

- Content is relevant to Celebrate Your Plate but user is not a part of our target audience
- An ongoing conversation or trending topic could warrant an opportunity to add value

Ignore if:

- Content is unrelated to Celebrate Your Plate and it's purpose
- User is overtly and consistently negative regarding Celebrate Your Plate and past attempts to inform or educate have been ill received

Delete if:

- Content is obviously irrelevant to Celebrate Your Plate and our audience
- Content is offensive, libel, etc.

Example Posts (not including images, videos or URLs)

- In order to highlight and raise awareness of the efforts of each individual county, Celebrate Your Plate could spotlight a different county each month, sharing events, activity and relevant content from the appropriate organization(s) in that county. This could also be an opportunity to utilize a themed and/or trending hashtag.
 - o .@Mid_OHFoodbank provides enough food for over 155,000 meals every day, half of which is fresh #HungerActionMonth #CountySpotlight

- The Celebrate Your Plate team may have a presence at a local Farmer's Market. The team could pose in front of their table and share the image.
 - o It's finally Farmer's Market season again in Columbus and our team is looking forward to meeting you today @WorthingtonFM. Stop by to get some great recipes!

- It's National Pizza Day and Celebrate Your Plate has a recipe for Herbed Garden Pizza. The hashtag for the "holiday" is also trending. Celebrate Your Plate could use this as an opportunity to share relevant and timely content with their audience.
 - o We have a tasty (and healthy) recipe for Herbed Garden Pizza to help you celebrate #NationalPizzaDay