Strategic Messaging

Session 3: Consistency & Turning Negative Into Positive
January 24, 2023
Quality Meals

Professional Development

Student & Community Engagement
Presenters

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Learning Objectives

1. Identifying the need for consistency in communications
2. Provide guidance to establish consistent messaging
3. Learn to manage unfavorable program comments
Step 1: Planning Document

**Strategic Messaging Part 1: Create a Plan**

**What is your message?**

**Who is your audience?**

**What values do you share with your stakeholders?**

**What influences your stakeholders?**

**What are your stakeholder’s main concerns?**

**Where do your stakeholders go to access information?**
Step 2: Alignment Document

Strategic Messaging Part 2: Alignment

Who are potential key partners in your school district or community?

Does your staff and other key partners know your message?

Who is your district communications liaison? Have you shared your message with them?

How will you purposefully align your message to address stakeholder concerns and values?
Consistency in Messaging

**consistency**

*conformity in the application of something, typically that which is necessary for the sake of logic, accuracy, or fairness*

**Consistency** in messaging is about *making sure your communication elements stay aligned with your message on all platforms.*
Repetition in Messaging

repetition

the action of repeating something that has already been said or written

Repetition in messaging is about communicating your message over and over.
Frequency in Messaging

frequency

the rate at which something occurs or is repeated over a particular period of time or in a given sample

Frequency in messaging is how often you post or share program information daily, weekly, or monthly.
Consistent Messaging Tips

- Establish and use a core set of terms
- Use recognition as a communications tool
- Use storytelling
- Use message toolkits
Pregame

ALL NEW EPISODE

The Power of Promotion
with Whitfield County’s Angie Brown

5:38  19:52

Manager Spotlight
Ricketa Carr, Dublin City

Congratulations to Dublin High School for winning the GA Tray of the Week for the week of October 17-21, 2022.

Ricketa Carr is the School Nutrition Manager of Dublin High School.

Ricketa has been a school nutrition team member for 11 years, serving the last 5 years in the role of manager. She is described as a phenomenal and dedicated employee for Dublin City Schools.

She and her team work diligently to meet the nutritional needs of Dublin City Schools family because they understand how their role is critical in addressing the needs of the whole child. This includes classroom presentations, conducting taste tests and promoting the farm to school mission.

Georgia Tray of the Week

Haralson County
School Nutrition Program
Buchanan Primary School
Leadership Focus

LEADERSHIP FOCUS

Discipline Yourself

Be prepared.
Focus on strengths and
work on weaknesses.

January’s leadership focus is self discipline.

Managers play an important role in encouraging discipline within their teams. This is done through self-discipline and setting an example for employees by showing good behavior, working hard and becoming a role model. These actions will inspire employees to follow suit, as they know their manager is also committed to success.

Additional examples of self-discipline are:

- Setting and sticking to priorities
- Staying organized
- Avoiding procrastination

Managers can also create an environment where employees feel empowered to make decisions and challenge themselves. This way everyone works towards the same common goal.

Leadership Engagement Tools

As we continue to improve and develop our professional growth to better serve you, we hope you can be encouraged by our monthly Leadership Focus and it inspires thoughts for discussion, evaluation, and growth for yourself and for those on your team.

Respect
Responsibility
Loyalty
Communicate

Discipline Yourself
Be Passionate
Work Hard and Work Smart
Team Before Self
Winning Attitude
Compete
Change is a Must
Seek New Goals
POSTER with all 12

LEADERSHIP FOCUS

Compete

Are you developing your leadership style and encouraging leadership in others?

LEADERSHIP FOCUS

Seek New Goals

Evaluate your successes and failures.
Are you working on self-improvement to contribute your best to your team's goals?
Consistent Messaging
Power of Consistency

Allows for measurement
Make It Your Own

- Add your brand fonts in Brand Kit

- Fonesia Regular  AaBbCc
- Fonesia Bold Regular  AaBbCc
- Fonesia Light Regular  AaBbCc
- Palatino Linotype Bold  AaBbCc
- Sacramento Regular  AaBbCc
Keeping a Consistent Message

Which is most effective in promoting apples in school meals?

DID YOU KNOW?
Apples float in water because they are 25% air

September 25
Eat a Red Apple Day

CRUNCH 4 LUNCH
SUPPORT OUR FARM TO SCHOOL PROGRAM
SEPTEMBER 25, 2022
Meta Business Suite

Create post

- Post to: Georgia School Nutrition Program and gadoe_news

- Media: Share photos or a video. Instagram posts can't exceed 10 photos.
  - Add photo
  - Add video
  - Use template

Post details
- Customize post for Facebook and Instagram

Text:

Scheduling options

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook
- Jan 9, 2023
- 09:07 AM

Instagram
- Jan 9, 2023
- 09:07 AM

Active times
All elements are downloadable for you to use best in your schools.

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Use as is or take what you need.

5 GREAT REASONS YOUR CHILD SHOULD EAT SCHOOL MEALS

**SCHOOL MEALS ARE SAFE**
George’s School Nutrition staff are ServSafe®-certified, serving more than 30 million safe and nutritious meals to Georgia’s students.

Our School Nutrition Program’s health inspection scores are among the highest in Georgia.

**SCHOOL MEALS CONNECT WITH STUDENTS**
Students thrive in structured environments and school meals are a familiar part of their routine for both virtual and in-person learners.

School meals connect students to their school, peers and school staff.

**SCHOOL MEALS SAVE YOU TIME AND MONEY**
School meals take the guesswork out of meal preparation for students as they learn in-person or virtually.

**SCHOOL MEALS ARE HEALTHY AND DELICIOUS**
Quality school meals are the mainstay of the Georgia School Nutrition Program. Our School Nutrition Professionals serve fresh and healthy meals that cater to students’ nutritional needs.

Our school meals also have the bonus of being absolutely delicious!

**THERE ARE ENOUGH SCHOOL MEALS FOR ALL**
When your child eats school meals, it does not reduce another child’s ability to receive school meals. In fact, serving more school meals helps the local economy, your district school nutrition program and supports local farmers by serving Georgia grown items.

**CONTACT YOUR SCHOOL CAFETERIA MANAGER TO LEARN ABOUT SCHOOL MEAL OPTIONS AVAILABLE FOR YOUR STUDENT**
Teach Your Staff

How Tos

Use Food-based Learning and Farm to School resources
Invite friends to LIKE your Facebook page
Invite your friends to LIKE your Instagram page
Invite your friends to LIKE your Twitter page
Take better photos for Georgia Tray of the Week
Take better photos for Social Media
Strategic Messaging: Planning
Strategic Messaging: Alignment
Virtual Etiquette
Design Concepts

1. What is the focal point?
2. What’s the message?
3. Less is more
What is the Focal Point?
Cropping

ORIGINAL

SIMPLE CROP
Website

- Assess/evaluate what you have
- Be on top of what is being posted on your behalf
- Take advantage of your space allotment and establish a relationship with your Webmaster
Update as Needed

MARCH 2023

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ONLY AVAILABLE MARCH 13-17!

HYPE
SELL
REVISIT
Managing Unfavorable

Follow your district policy and guidelines.

Questions to ask yourself:

▪ Is this a legitimate concern?
▪ Is a response truly needed? What will responding do?
▪ How can I turn a negative into a positive?
Checklist

Strategic Messaging Part 3: Consistency

Managing Unfavorable Feedback Checklist:

1. Make sure you are familiar with your district’s policies and guidelines.
2. Take pause.
3. Fact check.
4. Be strategic in your response.
5. Invite the individual into your cafeteria.
6. Be consistent.
7. Be kind.
8. Involve others when necessary.
Thank You for Attending!

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Like. Follow. Engage.
Share your school story with us!

@GaDOENutrition  anchor.fm/fuelcast
@GaDOENutrition  @fuelingga@gadoe.org
@gadoe_snp  snp.gadoe.org