Strategic Messaging

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

**con·sist·en·cy**

*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

rep·e·ti·tion

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
The Power of Promotion
with Whitfield County’s Angie Brown

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Consistent Messaging

Next Session: January 18, 2023, 2pm

LIVE ON MICROSOFT TEAMS

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Power of Consistency

Allows for measurement
Canva
Getting Started
Make It Your Own
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
Hootsuite

Streams

New post

Content

Enter your text and links

Schedule post

January 09 2023 (today)

Manually set time
(GMT-5) America/New_York

8
45
AM

Done

Hootsuite

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Meta Business Suite

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
### Graphic Downloads

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Size</th>
<th>Customizable?</th>
</tr>
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<tbody>
<tr>
<td>Eat, Learn, Engage</td>
<td>Letter 8.5x11</td>
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</tr>
<tr>
<td></td>
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<td></td>
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<tr>
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<td>5 Reasons to Eat School Meals</td>
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<tr>
<td>5 Reasons to Eat School Meals Spanish</td>
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<td>Cleaning, Disinfecting, Sanitizing</td>
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<td>Hand Washing vs. Hand Sanitizing</td>
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<tr>
<td>Masks in Food Safety</td>
<td>Letter 8.5x11</td>
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</tr>
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</table>
Use as is or take what you need.

5 GREAT REASONS YOUR CHILD SHOULD EAT SCHOOL MEALS

**SCHOOL MEALS ARE SAFE**
Georgia’s School Nutrition staff are ServSafe®-certified, serving more than 32 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
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.

Georgia Department of Education School Nutrition Program
Thank You for Attending!

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

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Fueling Georgia's Future
Georgia Department of Education School Nutrition

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