



Strategic Messaging

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

Quality Meals



Georgia Department of Education School Nutrition

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?

Georgia Department of Education School Nutrition Program



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?

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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

fre·quen·cy

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

Podcast player controls including play, pause, and skip buttons.

Dublin City Schools GA
January 10 at 7:45 AM · 🌐

Check out the familiar face featured in the Georgia School Nutrition Program's January Manager Outreach! It's Dublin High School-Georgia's own Ricketa Carr. Thank you for not only leading your team in coming up with delicious, healthy meals but, most importantly, loving our students and staff members!

Manager Spotlight


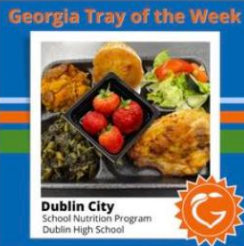
Ricketa Carr, Dublin City

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



Consistent Messaging

Next Session: January 18, 2023, 2pm



Chef John Huff
Culinary Specialist



LIVE ON MICROSOFT TEAMS 

Georgia School Nutrition Program
Published by Hootsuite · 2d ·

January's #HarvestoftheMonth feature item is greens!
Find resources to promote Harvest of the Month to your students here:
<http://ow.ly/g71850M30Ve>.
How are you using greens in your school cafeteria this month?
Georgia Department of Education #FuelingGA

GREENS

Collards, Mustards, and Turnips are all part of the Brassicaceae family.



Winter greens are excellent sources of Vitamins K, A, and C and are considered nutrition powerhouses.

While they share many similarities, a "greens" connoisseur recognizes the difference in flavor. Collards are sweet, mustards are peppery, and turnips are a nice mix of the two, including an edible root (the turnip).

Winter greens are available year-round but taste much sweeter during their peak time of December-March.

Most Georgians cook collards, mustards, and turnips and even save their broths for different uses. However, there is a growing trend to incorporate these greens into non-traditional recipes including pesto.

Remember that it's a great southern tradition to eat your greens as the start of the new year.


Georgia Department of Education School Nutrition

This institution is an equal opportunity provider.

Georgia School Nutrition Program
Published by Georgia School-Nutrition · 27m ·

January's #HarvestoftheMonth is greens. These Colquitt County third graders had a front-row seat to the planting, growing, and harvesting process, then enjoyed their greens as part of a fresh salad.

Interested in starting a Farm to School program in your school? Find information and resources on our website: <https://snp.gadoe.org/SCE/Pages/Farm-to-School.aspx>
#FuelingGA



R. B. Wright Elementary School
January 6 at 9:28 AM ·

Power of Consistency

Allows for
measurement

Canva

Home - Canva x +

canva.com

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DT dream team Teams • 8 2

Home Templates Projects Tools Canva for Teams Brand Content Planner Discover apps Smartmockups

What will you design today? Custom size Upload

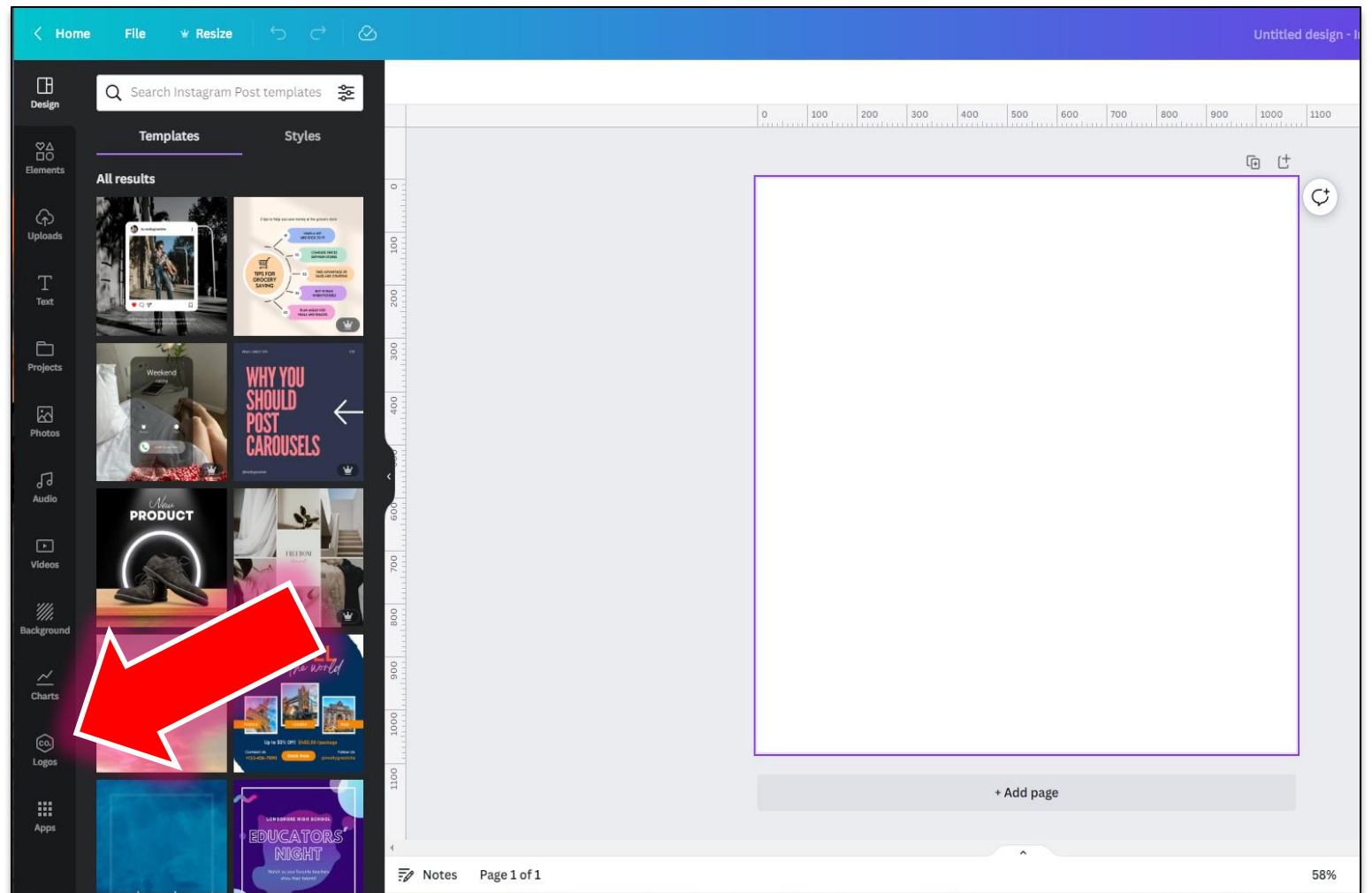
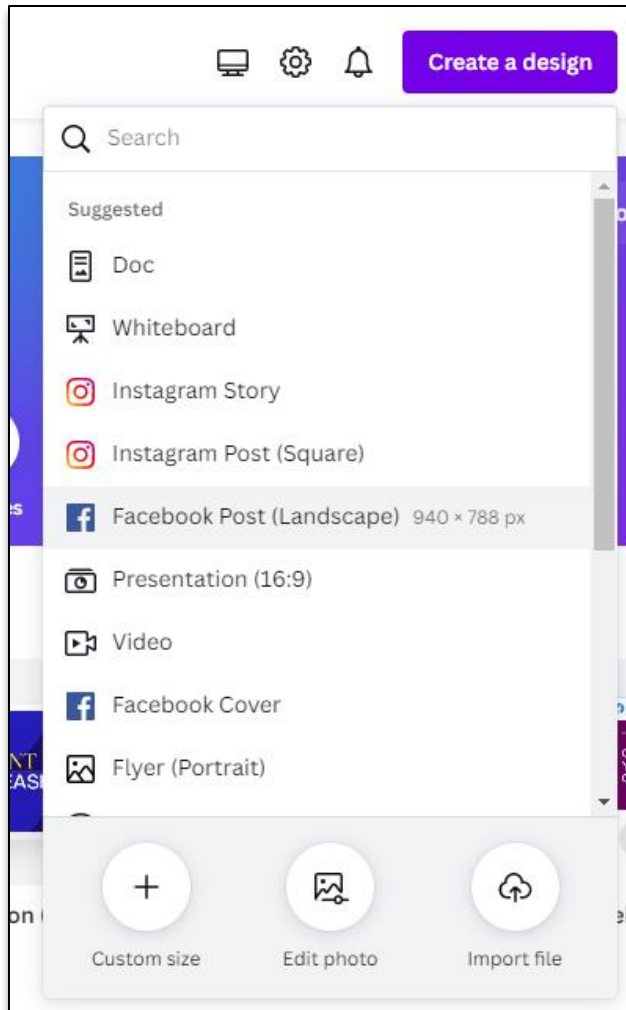
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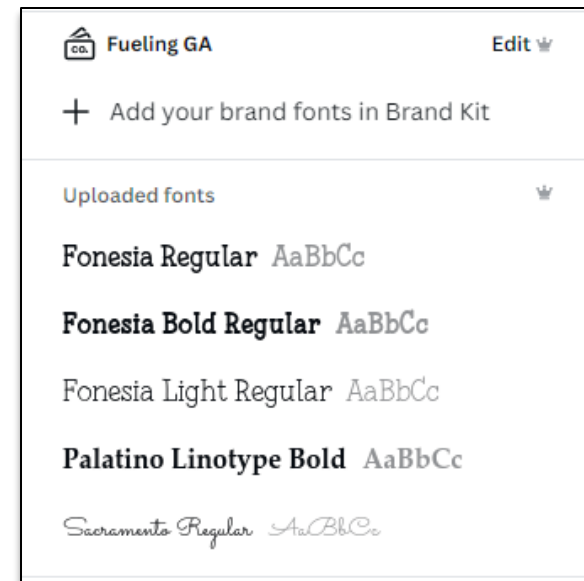
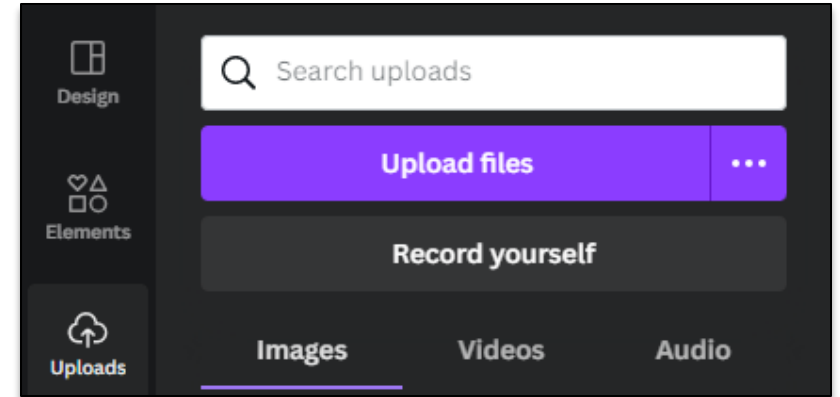
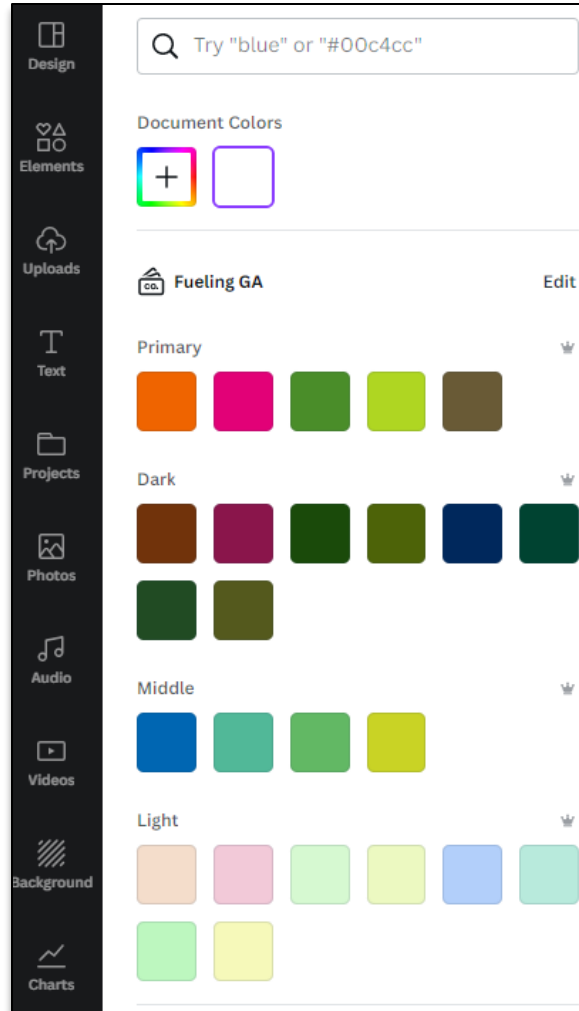
You might want to try...

Doc	Whiteboard	Instagram Story	Instagram Post (Square)	Facebook Post (Landscape)	Presentation (16:9)	Video	Facebook Cc

Getting Started

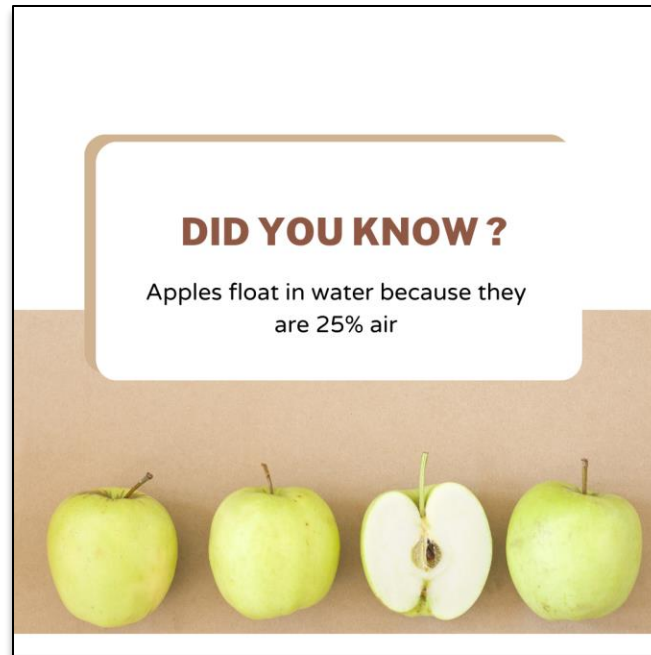


Make It Your Own



Keeping a Consistent Message

Which is most effective in promoting apples in school meals?



Hootsuite

The screenshot shows the Hootsuite Streams sidebar menu. At the top is the Hootsuite owl logo and the word "Streams". Below it is a "New Board" button. A "CREATE" dropdown menu is open, showing options for "Post" and "Pin". Under "MY BOARDS", several boards are listed: "School Nutrition (LinkedIn)", "SNP Company Page", "Facebook Page: Georgia Sch..." (highlighted), "Instagram Business: gadoe_snp", and "Monitor my own content". The sidebar also features various icons for analytics, notifications, and other social media functions.

The screenshot shows the "New post" interface in Hootsuite. It includes a "Publish to" dropdown menu with the text "Select a social account". Below this is a "Recently used:" section with buttons for "@ gadoe_snp", "Georgia School Nutrition Program", "GaDOENutrition +3 more", "GaDOENutrition +2 more", and "GaDOENutrition +1 more". The main content area is titled "Content" and contains a text input field with the placeholder "Enter your text and links". Below the text field are icons for adding images, documents, and links. On the right side, a "Schedule post" modal is open, showing a date picker set to "January 09 2023 (today)", a "Manually set time" section with dropdowns for "8", "45", and "AM", and a "Done" button. At the bottom right, there is a "Schedule" button and a status bar showing "Mon, Jan 9 at 8:45AM".

Meta Business Suite

Create post

Post to
Georgia School Nutrition Program and gadoe_snp

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
[Text input area with # and @ icons]

Scheduling options
Publish now Schedule Save as draft

Boost post
Cancel Publish

Scheduling options Publish now Schedule Save as draft

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

Start Here

Graphic Downloads



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

Topic	Size	Customizable?
Eat, Learn, Engage	Letter 8.5x11	Yes! Word doc
	<u>Legal 8.5x14</u>	Yes! Word doc
	Ledger 11x17	Yes! Word doc
SSO Single Site English	Letter 8.5x11	Yes! Word doc
SSO Single Site <i>Spanish</i>	Letter 8.5x11	Yes! Word doc
SSO Multi-Site English	Letter 8.5x11	Yes! Word doc
SSO Multi-Site <i>Spanish</i>	Letter 8.5x11	Yes! Word doc
5 Reasons to Eat School Meals	Letter 8.5x11	No
5 Reasons to Eat School Meals <i>Spanish</i>	Letter 8.5x11	No
Cleaning, Disinfecting, Sanitizing	Letter 8.5x11	No
Hand Washing vs. Hand Sanitizing	Letter 8.5x11	No
Masks in Food Safety	Letter 8.5x11	No

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 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



THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER.

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						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	1	2	3	4
5	6	7	8	9	10	11
	HYPE					
12	13	14	15	16	17	18
	SELL					
19	20	21	22	23	24	25
	REVISIT					
26	27	28	29	30	31	1

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!



@GaDOENutrition



anchor.fm/fuelcast



@GaDOENutrition



fuelingga@gadoe.org



@gadoe_snp



snp.gadoe.org



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