Learning Objectives

- Learn how to plan an effective messaging strategy for School Nutrition programs.
- Identify opportunities to connect with stakeholders through School Nutrition messaging.
How are you feeling about attending today's session?
"We need to make the positive so loud that the negative becomes almost impossible to hear."

George Couros
Teaching, Learning, and Leadership Consultant and Speaker
Poll Question

What is your primary outlet for sharing out school nutrition program information?

a. Social Media
b. Website
c. Email
d. Other
Professional Development  Quality School Meals  Student & Community Engagement
LEADERSHIP FOCUS

Communicate

Be purposeful with your words and quick to praise great work from your team members.
Plan the *right* message

Where do they get their information?

What types of messages interest your audience?

What message do you want your stakeholders to know about your program?
Stakeholders

Values

Influence

Concerns

Access
Breakout Groups

Identify Stakeholders and discuss...

1. Values
2. Influence
3. Concerns
4. Access
Breakout Groups Recap
Planning Document Overview

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?
Easy Tips

Photo Details
- Quality Food
- Lighting
- Background

Info Details
- School/District
- Manager/Supervisor
- Description
- Share with #FuelingGA
- Send to: fuelingga@gadoe.org
Things to look for before you post

**GOOD**
- Trays full of food
- Smiling faces
- Signed consent forms
- Multi cultural
- Multi generational
- Adults

**NOT GOOD**
- Lunchboxes
- Prepackaged foods
- Trash
- Empty tables
- Unhappy faces
- Bright lights
OK Photos vs Good Photos

Original

Cropped
Busy Background

Original

Cropped
What else is on the table?
Reimbursable Meals

Good

Better
Tray Angles

Good

Better
Students at Johns Creek HS are loving the new Asian menu items, complete with ‘Take Out’ boxes! Just like the food court at the mall.
How else can I use this photo?

- Apple Day
- Fresh Fruit
- Local Produce
- Healthy Choices
- ES students
- Farm to School
- Ag Day
Showcase your program

Cafeteria workers are the true heroes of your program!

A little shout out goes a LONG way.
The Importance of Copy

Style
• Short and Sweet
• Professional and Grammatically Correct
• Easy to Read

Tagging People
• What are the benefits?
• Who should you tag?
• Incorporating tags into the post itself
Using Hashtags

What is a hashtag?

What does a hashtag do?
• In the literal sense
• In terms of your branding

What hashtags do we use at GaDOE in which situations?
• #FuelingGA
• #KeepGAFed, #KeepGALearning
• #LoveWhatYouDo, #Follow Friday, #GaTrayoftheWeek
Keep the Conversation Going

@gadoesnp

STRATEGIC MESSAGING IN SCHOOL NUTRITION

What message do you want your stakeholders to know about your program?
NOW how are you feeling about attending today's session?
Strategic Messaging Training Series
Tuesday, November 8, 2022
2:00pm-3:00pm
Session 2: Alignment
Learning Codes

Event Name: Strategic Messaging
Session 1: Create a Plan
Event Date: September 13, 2022
Hours: 1.0
Professional Learning Code: 4130
(Program Promotion)
Like. Follow. Engage.
Share your school story with us!

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