



Strategic Messaging

Session 4: Evaluation

March 28, 2023



Presenters



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Communications Project Specialist*



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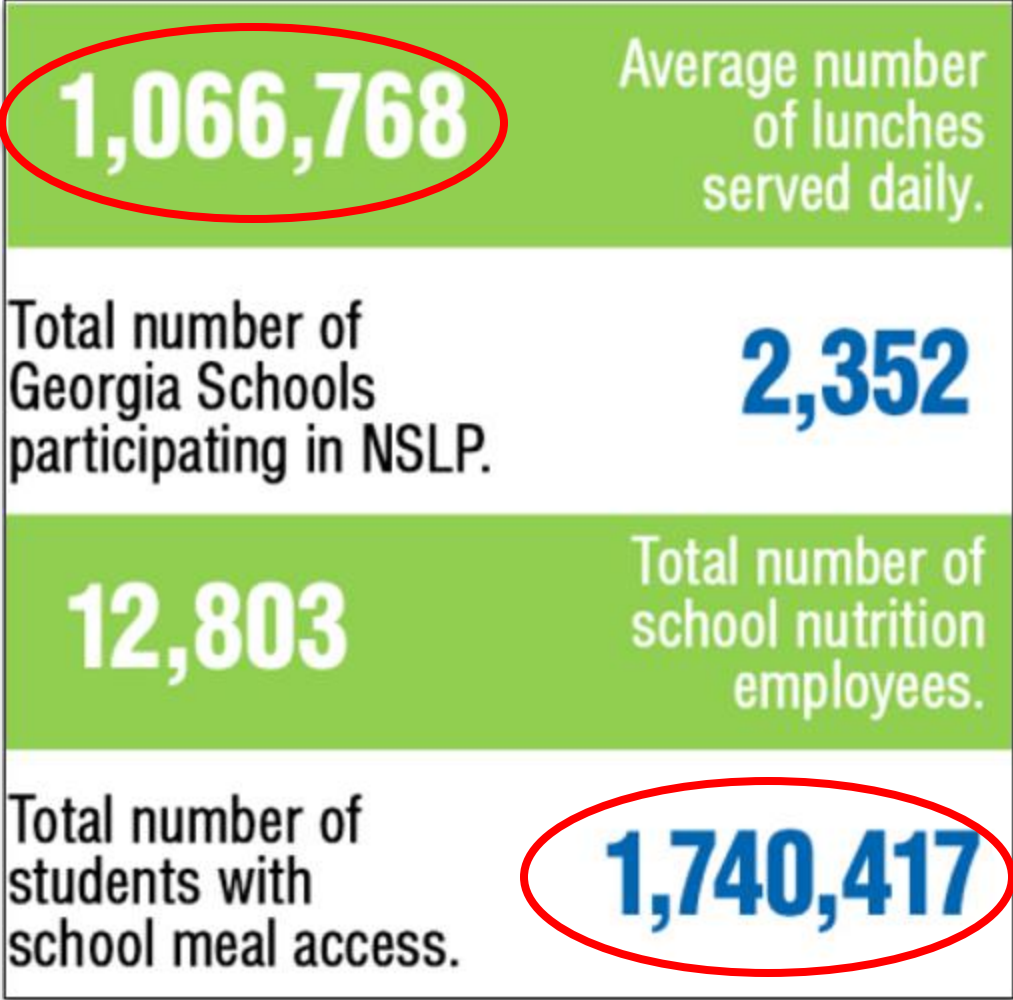
Anna Coleman

*Georgia Department of Education
Communications Media Specialist*

Purpose of These Sessions

The single biggest problem with communication
is assuming communication
has already taken place
OR
that people already know
and understand the information.

Growth Opportunity



Learning Objectives

1

How to effectively evaluate school nutrition messages

2

Identify what will be gained by message evaluation

3

Learn evaluation techniques through peer discussion and data

Step 1: Planning

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?

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Step 2: Alignment

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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Step 3: Consistency & Managing Unfavorable Feedback

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.

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Step 4: Evaluation

Strategic Messaging Part 4: Evaluation

What am I saying? Am I addressing everything I intended to?

Am I reaching my intended audience?

What results am I getting? Am I getting my intended results and/or any unintended results?

Did I deliver the message effectively? What can I change for next time?

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What makes a quality meal?



She (the server) drew my daughter into trying school lunch. We didn't know she would eat zucchini. This caused me to have an interest in school meals. There is a stigma about the lunchroom (school meals), but it's not what it used to be. There is a lot of fresh fruit and vegetables.

**Parent from Carrollton Upper Elementary
Carrollton City Schools**

**What makes a
quality meal?**



**It's better
than
Grandma's
Sunday
lunch!**

**Student from Tolbert Elementary
Gordon County**

What makes a quality meal?



A quality school meal meets or exceeds the meal pattern requirements, is attractively presented, contains Georgia Grown products including fresh fruits and/or vegetables, and is served with excellent customer service.

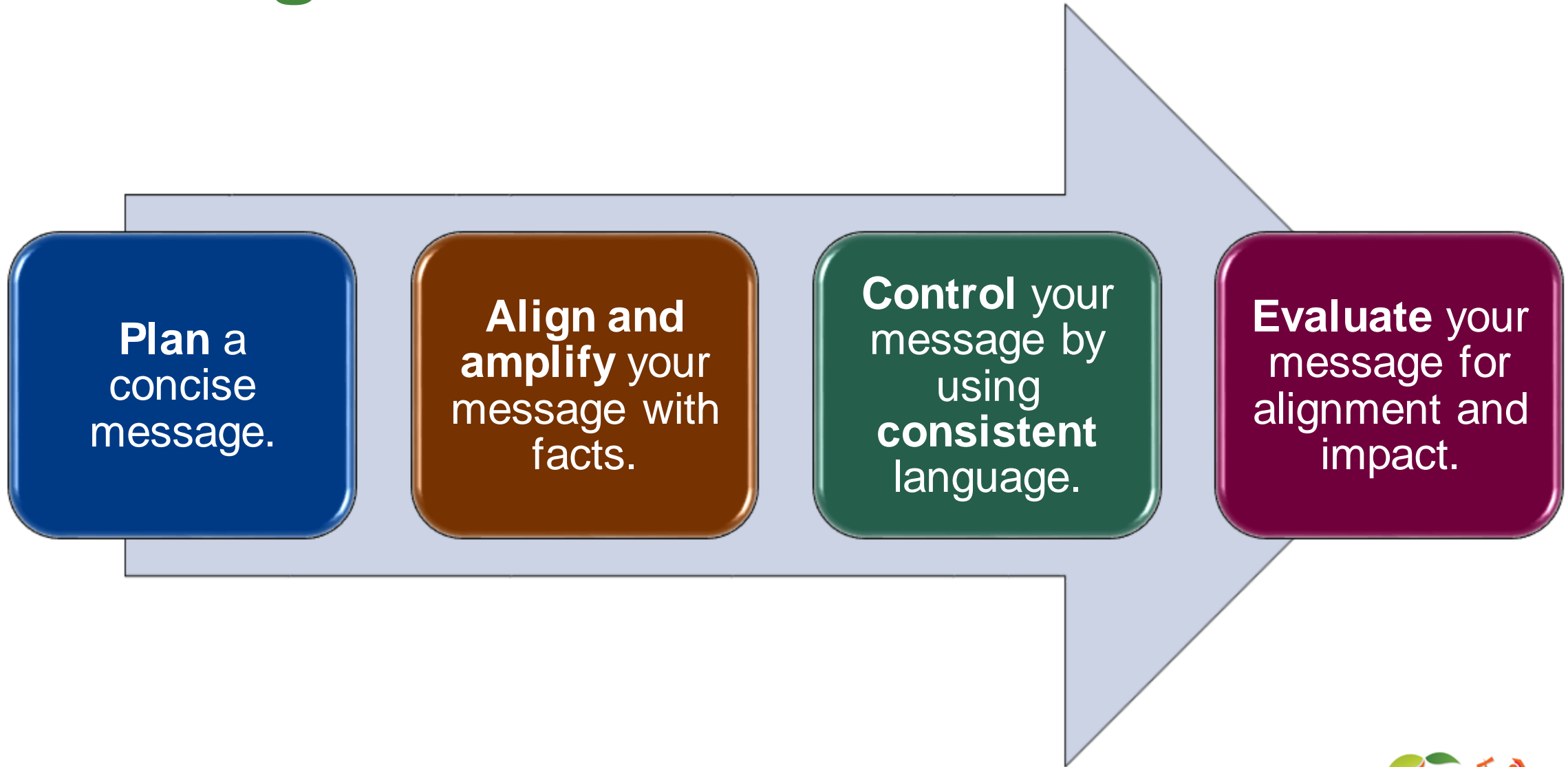
Dr. Linette Dodson
Georgia State School Nutrition Director

Evaluate

*How do you know
you have arrived
if you don't know where
you are headed?*



Setting the P.A.C.E.



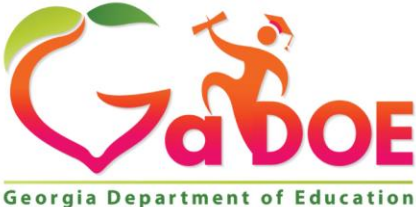
Peer Discussion



Cindy Jones, Union County



Angie Brown, Whitfield County



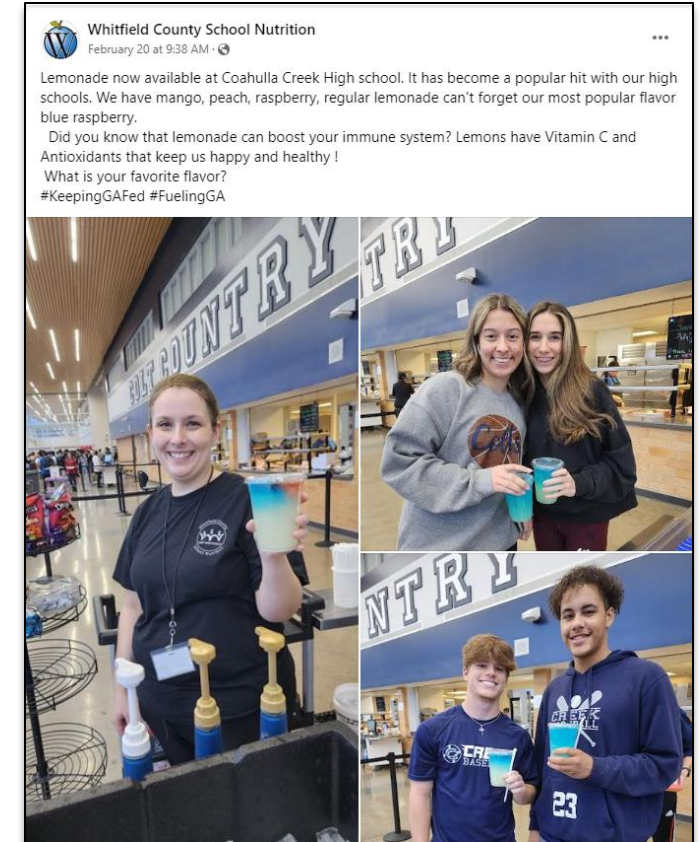
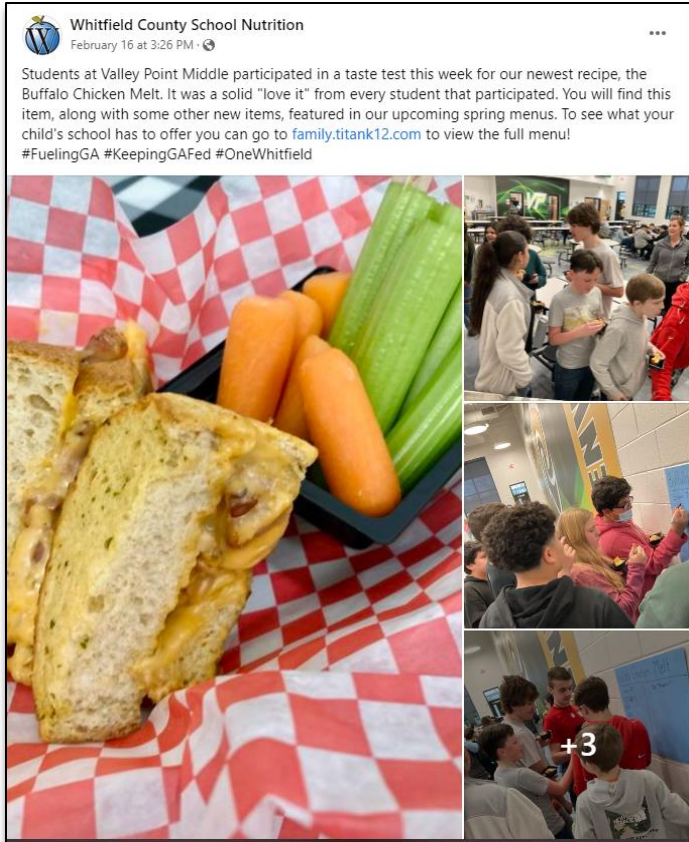
Whitfield County



Whitfield County School Nutrition

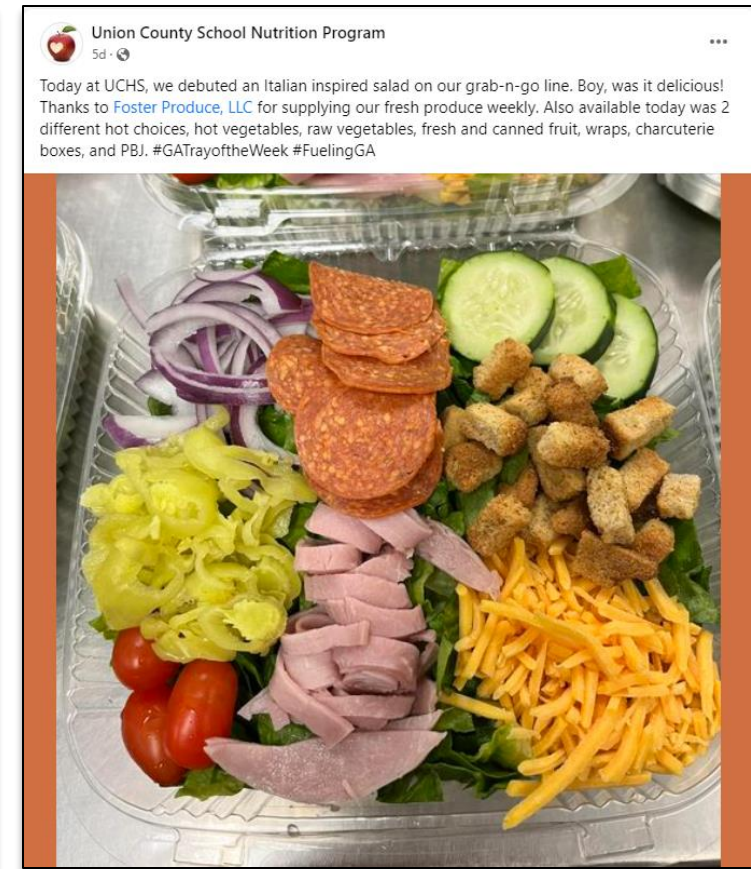
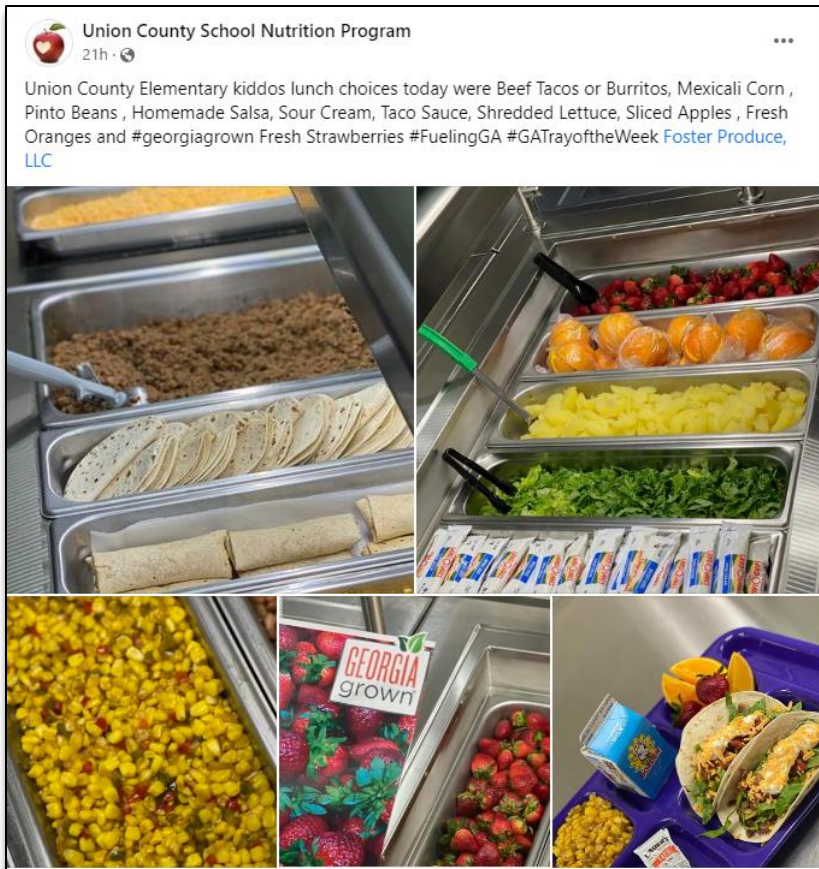


@whitfieldschoolnutrition



Union County

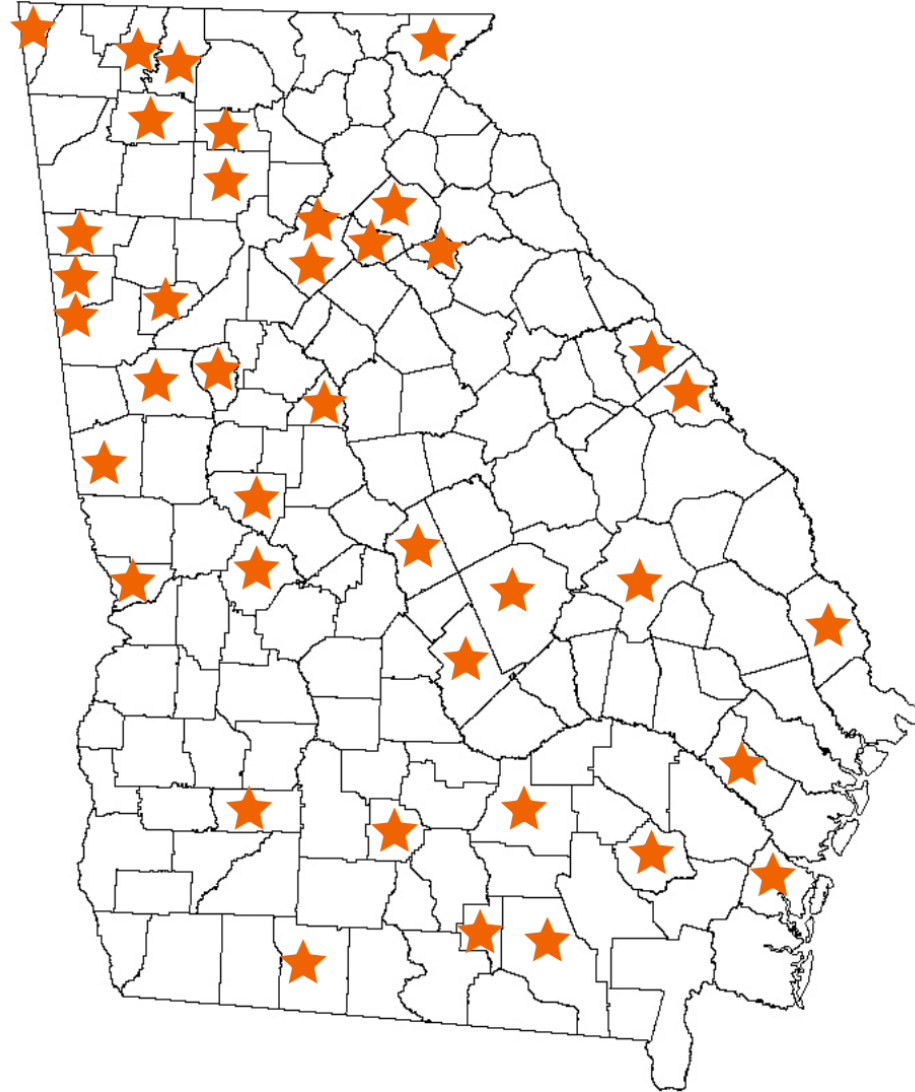
Union County School Nutrition Program



Examples of Strategic Messaging

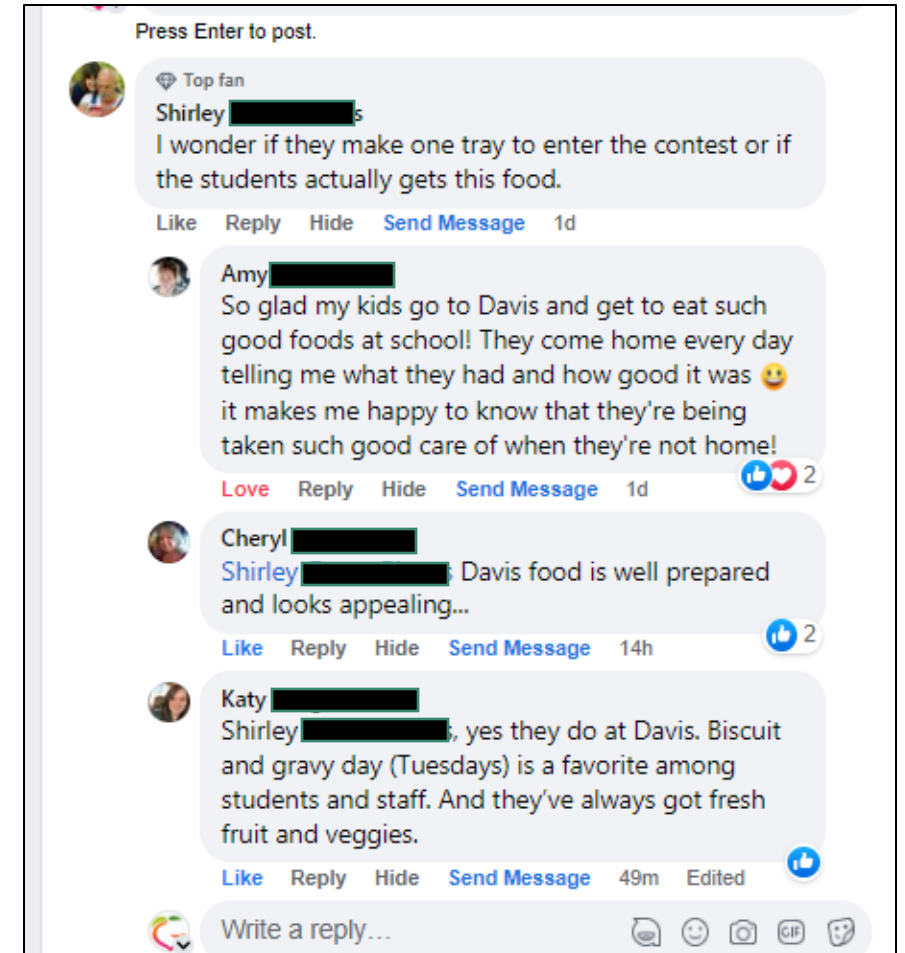


Georgia Tray of the Week

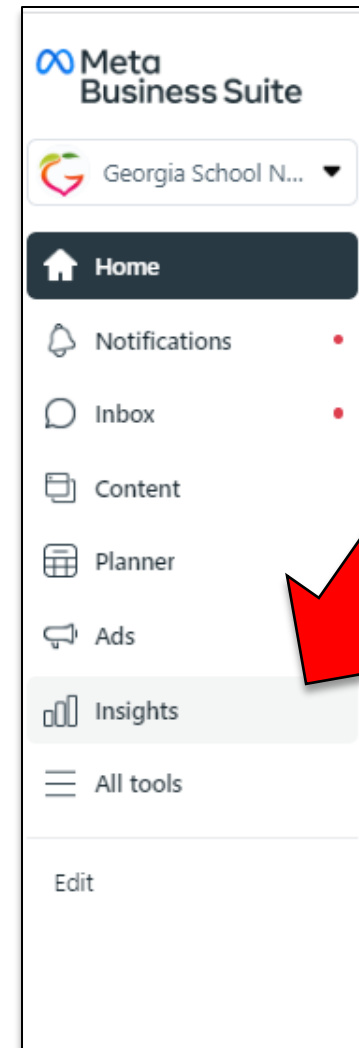
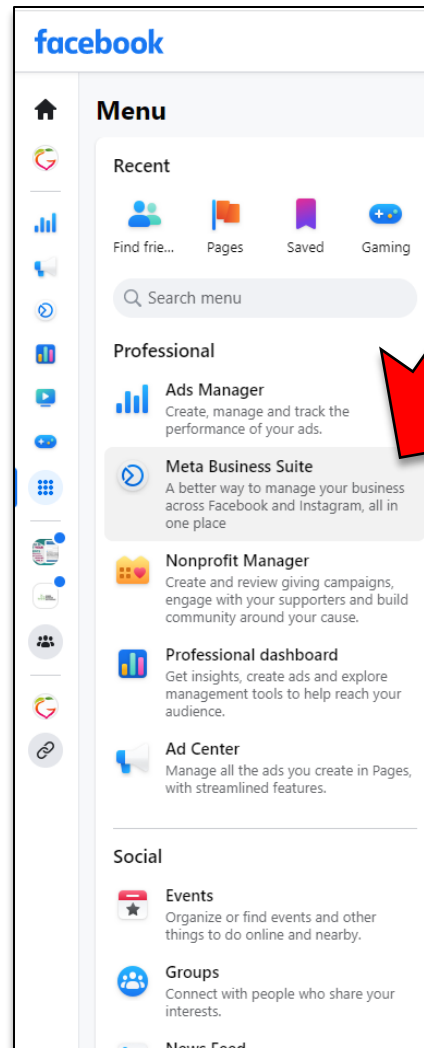
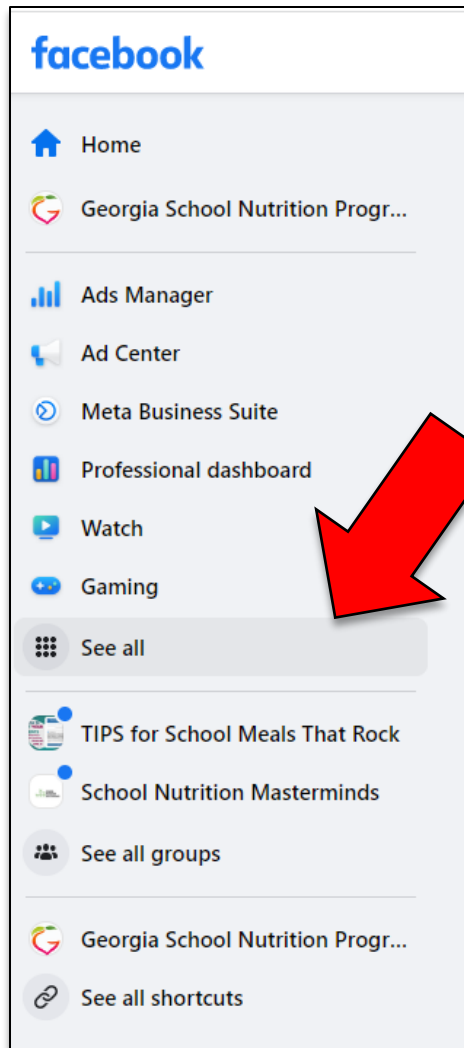


Social Media Analytics

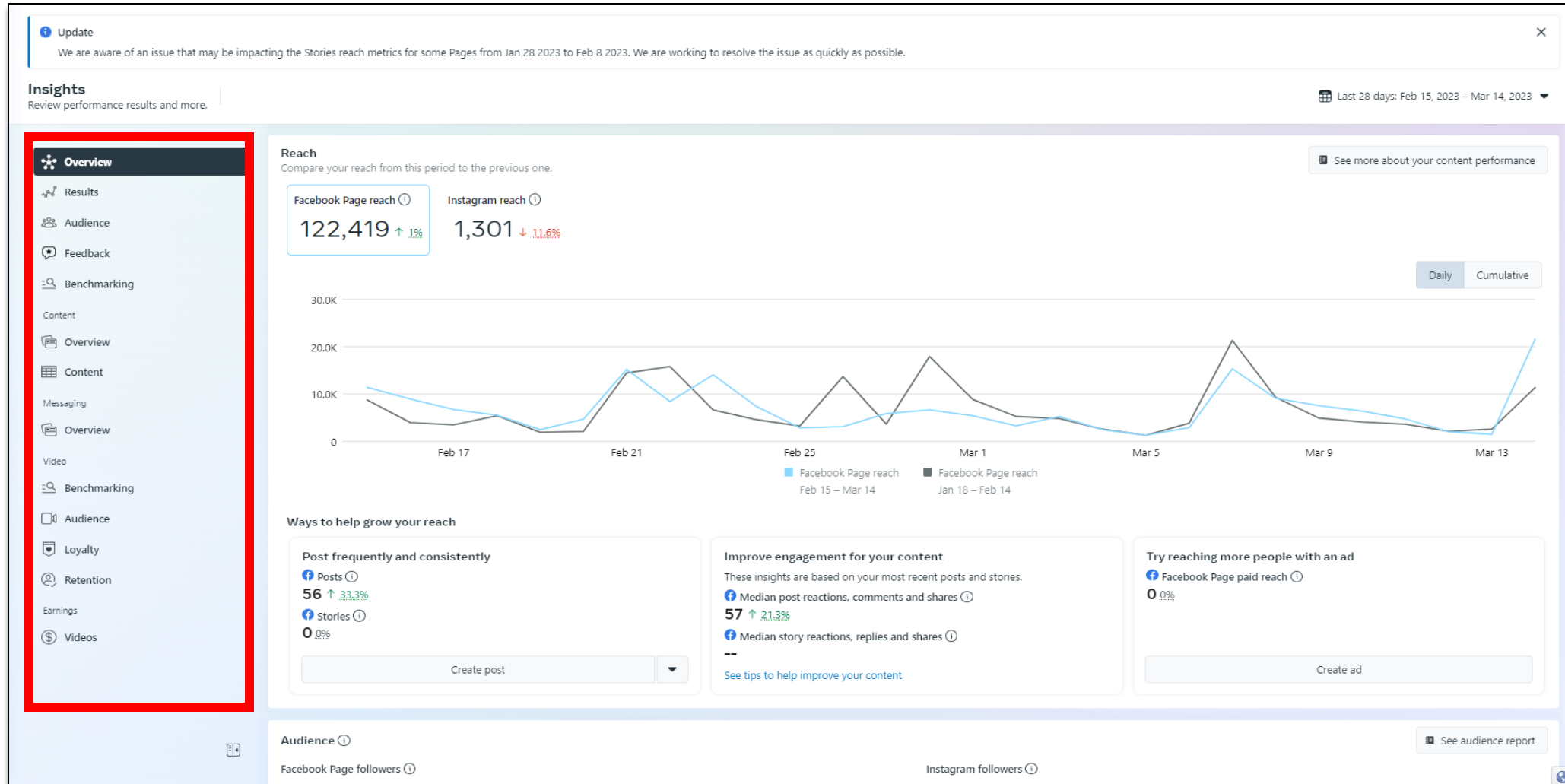
- Numbers aren't everything.
- The most important result you can have is behavioral change.
- Why gather analytics?
 - Is the intended audience getting the content?
 - What has changed over time?



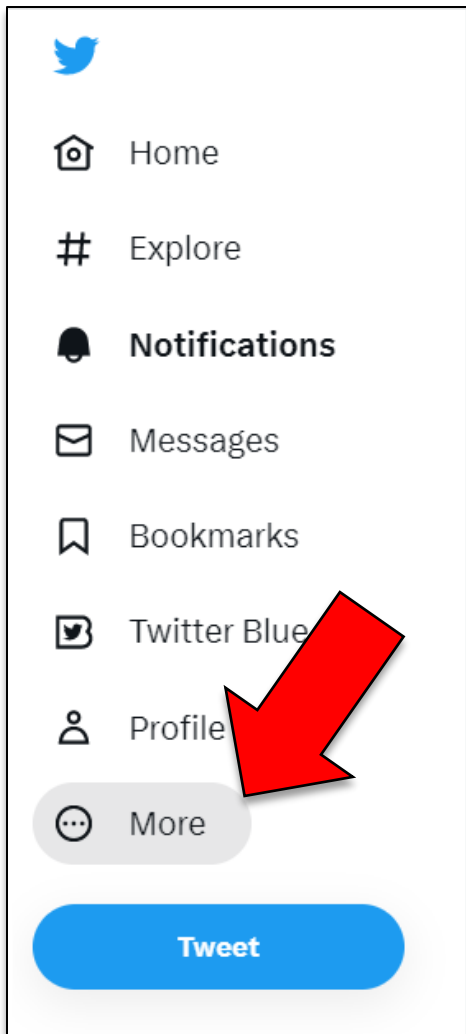
Facebook Analytics



Analytics Example

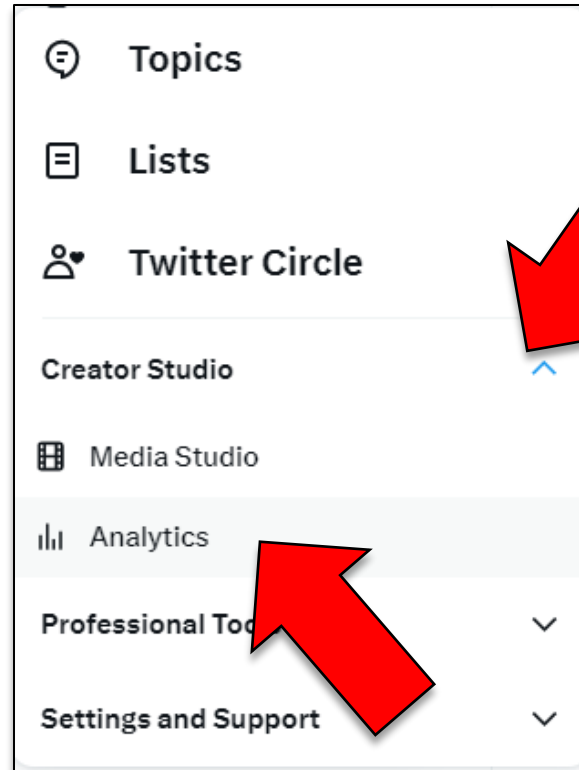


Twitter Analytics



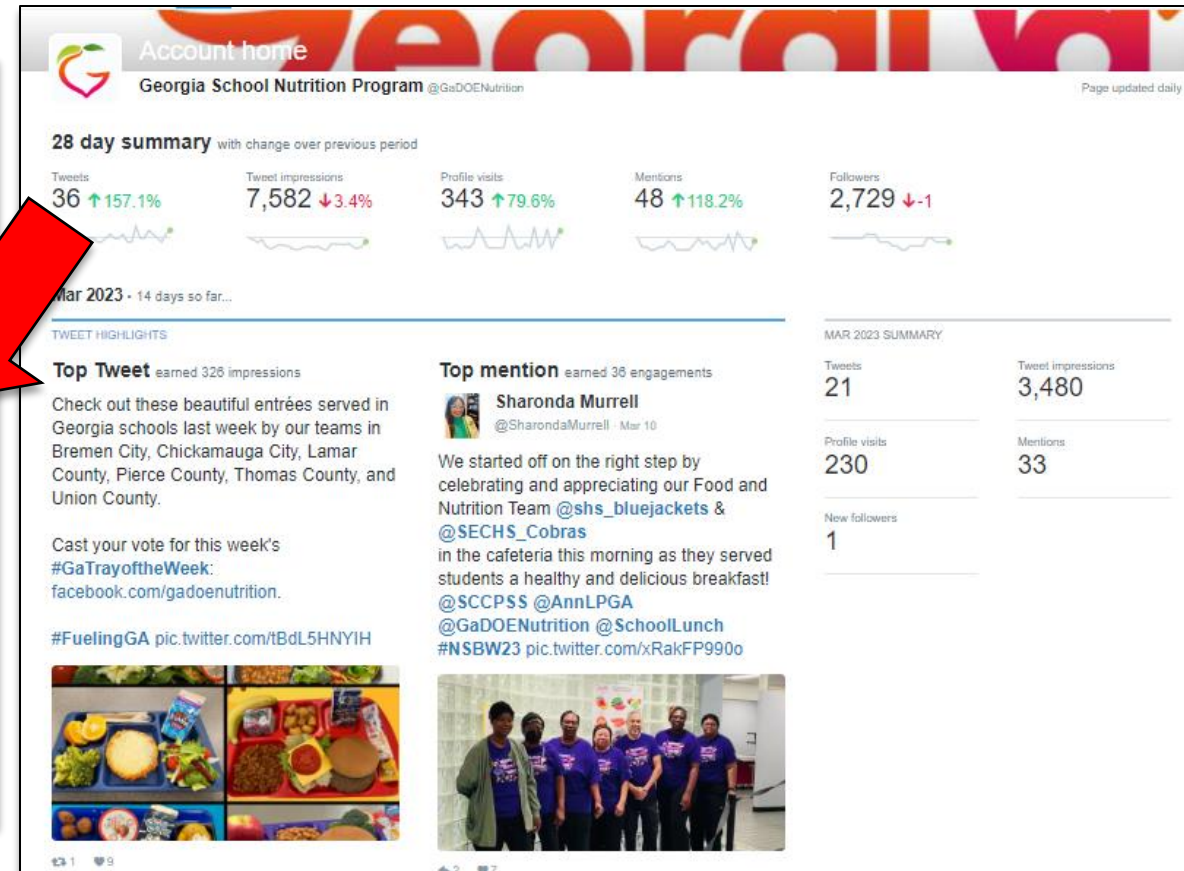
Twitter mobile navigation menu with a red arrow pointing to the 'More' option.

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Twitter Blue
- Profile
- More
- Tweet



Twitter mobile menu with 'Analytics' highlighted and a red arrow pointing to it.

- Topics
- Lists
- Twitter Circle
- Creator Studio
- Media Studio
- Analytics
- Professional Tools
- Settings and Support

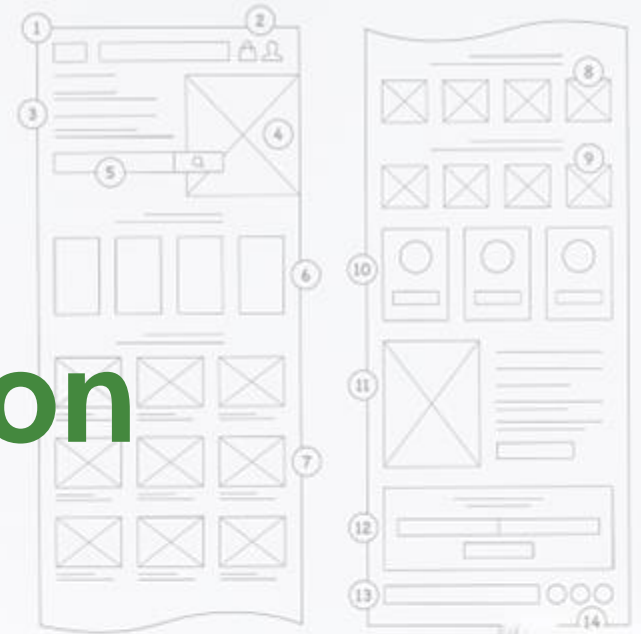


Twitter Analytics dashboard for the Georgia School Nutrition Program (@GaDOENutrition). The dashboard shows a 28-day summary with the following data:

Metric	Value	Change
Tweets	36	↑157.1%
Tweet impressions	7,582	↓3.4%
Profile visits	343	↑79.6%
Mentions	48	↑118.2%
Followers	2,729	↓-1

The dashboard also features a 'Top Tweet' section with a tweet about school lunches and a 'Top mention' section with a tweet from Sharonda Murrell. A red arrow points from the 'Analytics' menu item to the dashboard.

Website Evaluation



1. Logo
2. Main navigation, shipping bag and profile photo
3. Introduction
4. Featured product
5. Search bar
6. Product categories
7. New products
8. Popular products
9. Products on sale
10. Company features
11. About us
12. Subscription box
13. Footer menu
14. Social media



1. Logo
2. Main navigation, shipping bag and profile photo
3. Products from a same product category
4. Recommendations
5. Subscription box
6. Footer menu
7. Social media
8. Product images
9. Product title, info, add to cart...

product

my orders

wishlist


submit

add to cart

Websites Untangled

There is a real person who maintains your district's website.

What do you need?



What is the purpose of this website?
Make a 'Wish List'
Research other school websites
Create an outline
Edit. Purge. Consolidate.

Outline Options

Site Map Index 9-17-18

Pages

- [2017 Average Daily Attendance Data](#)
- [Administrative Review](#)
 - [Administrative Review Resources](#)
 - [AR Results](#)
- [Breakfast Initiative](#)
- [Calendar of events](#)
- [Checklist for New Schools Applying for School Lunch Programs](#)
- [Civil Rights](#)
- [Civil Rights for Directors](#)
- [Conferences and Seminars](#)
- [Contact Us](#)
- [Food Based Learning](#)
- [Food Purchasing](#)
- [Food Safety](#)
- [Free and Reduced Price Meal Applications](#)
- [Handouts from Meal Pattern Presentation](#)
- [Icons Key](#)
- [Info & Resources](#)

A	B	C	D	E	F	G	H	I	J
Site Map Index 2019 Beta									
	Page level (Parent/child/ level 3, etc.)	Page is current	Delete page	Update page					
Pages									
	2017 Average Daily Attendance Data				To 2018 numbers?				
	Administrative Review				Update and add links to AR Resources and Results				
	Administrative Review Resources				X				
	AR Results	Yes							
	Breakfast Initiative				Link w/ breakfast videos				
	Calendar of events				Delete or make this the actual calendar of events page				
	Checklist for New Schools Applying for School Lunch Programs		Yes?						
	Civil Rights		Yes?						
	Civil Rights for Directors				Link to list of trainings page				
	Conferences and Seminars								
	Contact Us								
	Food Based Learning								

Home Page (1 page)	Programs and Initiatives	Forms (1 page)	Education	Training	Directories	Reviews	A-Z Resources By Topic
<ul style="list-style-type: none"> • Featured Story of the Week • Marquee (scroll bar) - Promotion of Key Initiatives (F2S, SIU, Food Based Learning, Calendar of Important Dates - link to instructions) • Vision and Mission • Partner Sites • Social Media Links • Non- 	<ul style="list-style-type: none"> • Afterschool Care Snack Program • National School Breakfast Program • Fresh Fruit and Vegetable Program • National School Lunch Program • Seamless Summer Option 	<ul style="list-style-type: none"> • All Available Forms... • Verification • On-site Reviews (B,L, S, SSO) • Summer Meals • Procurement (DOD request, Food Loss Reporting, Afterschool snack • Non-reimbursable 	<ul style="list-style-type: none"> • Food Based Learning • Farm to School • Food Waste • Lesson Plans • Marketing and Promotions 	<ul style="list-style-type: none"> • Training Calendar • Trainings By Topic • Conferences and Seminars • GNT0 • Primero Edge • Professional Standards Requirements • PSC Certifications 	<ul style="list-style-type: none"> • State Staff Directory • Directors Advisory Council • Public and Non-traditional school directory • RESA areas 	<ul style="list-style-type: none"> • Administrative Review Schedule • Administrative Review Resources • Administrative Review Results • Procurement Review Schedule • Warehouse Reviews? 	<ul style="list-style-type: none"> • Administrative Reviews • Allied Organizations • Best Practices • Breakfast • Calendar of Important Dates • Civil Rights • Click and Find • Community Eligibility Provision/Training Calendar • Criteria and Procedures • Direct Certification • Directors Advisory Council • Emergency Preparedness • Farm to School • Food Recalls • Food Safety • Food Service Management Companies • Grant Opportunities • ISSNA • Guidance and Memos (USDA Memos) • Meal Counting and

Create a procedure?



Less is More

Limit scrolling

Provide links instead of typing everything on the page

Find out what type of media works best

Photos and graphics create interest

Strategic Marketing Toolkit and Recordings



Setting the P.A.C.E. Plan. Amplify. Control. Evaluate.



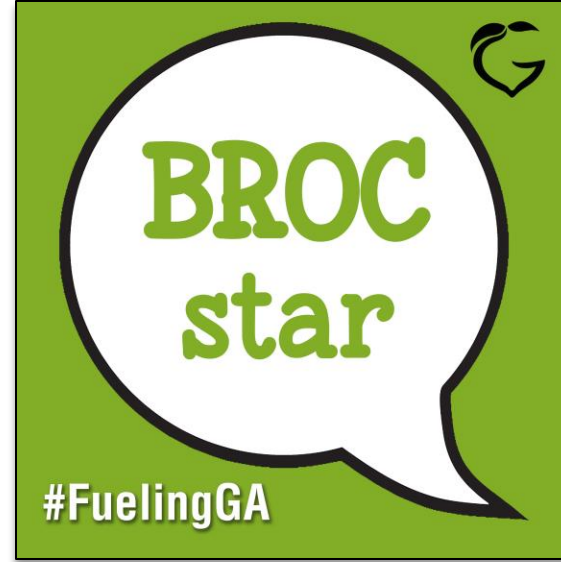
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What is one thing you have implemented because of this Messaging Series?

(Type in the Chat)



How do you feel about your Strategic Messaging efforts?



Thank You for Attending! Contact us!



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We Want Your Feedback



Learning Codes

Event Name: Strategic Messaging

Session 4: Evaluation

Event Date: March 28, 2023

Hours: 1.0

Professional Learning Code: 4130

(Program Promotion)

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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