



Strategic Messaging

Session 1: Create a Plan

September 13, 2022



Learning Objectives

Learn how to plan an effective messaging strategy for School Nutrition programs.

Identify opportunities to connect with stakeholders through School Nutrition messaging.



Ellen Bennett

*Georgia Department of Education
Communications Project Specialist*



Kelli C. Cook

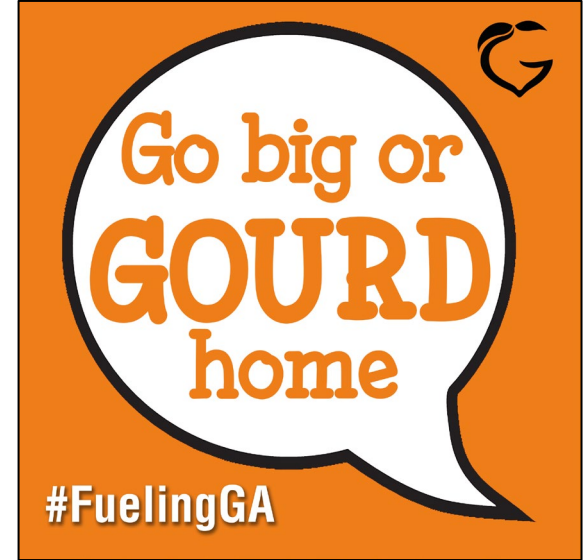
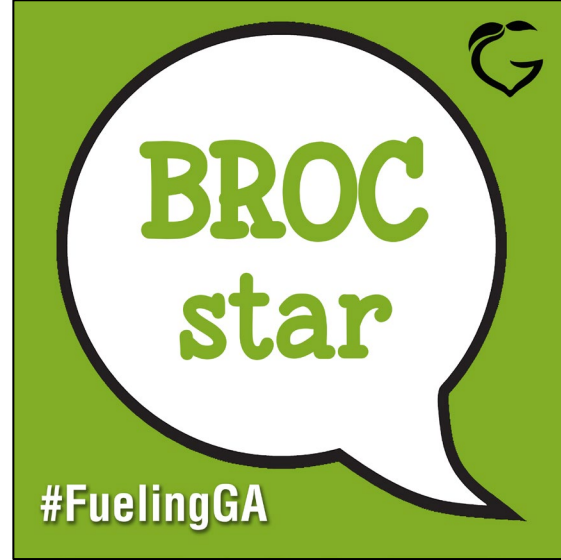
*Georgia Department of Education
Strategic Marketing &
Communications Manager*



Anna Coleman

*Georgia Department of Education
Communications Media Specialist*

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



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





Professional Development



Quality School Meals



Student & Community Engagement

LEADERSHIP FOCUS



Communicate



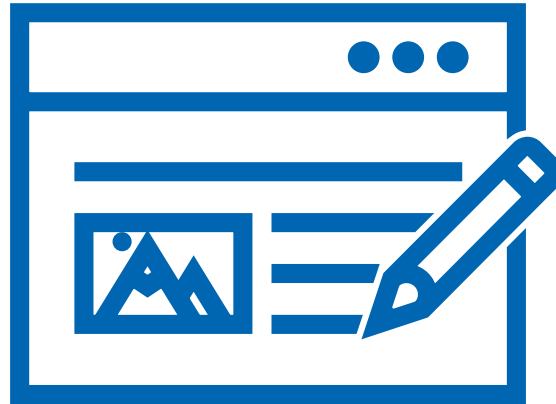
*Be purposeful with
your words and quick to
praise great work
from your team members.*



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?

Georgia Department of Education School Nutrition Program



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



Zoom in

Original



Cropped



What else is on the table?

Original



Cropped



Reimbursable Meals

Good



Better



Tray Angles

Good



Better



Picture vs Words



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



SCAN ME

Keep the Conversation Going



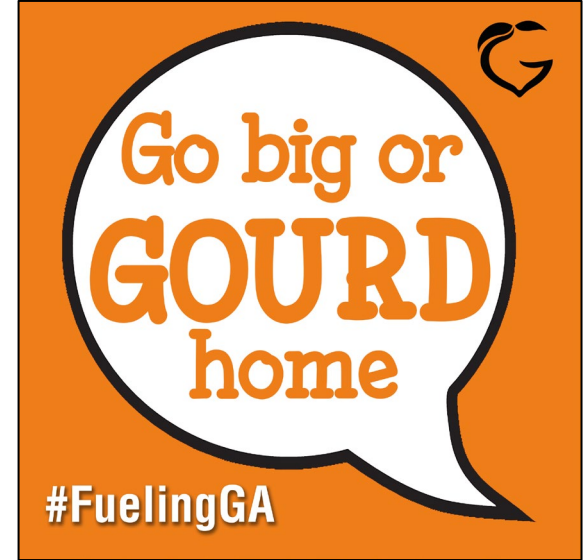
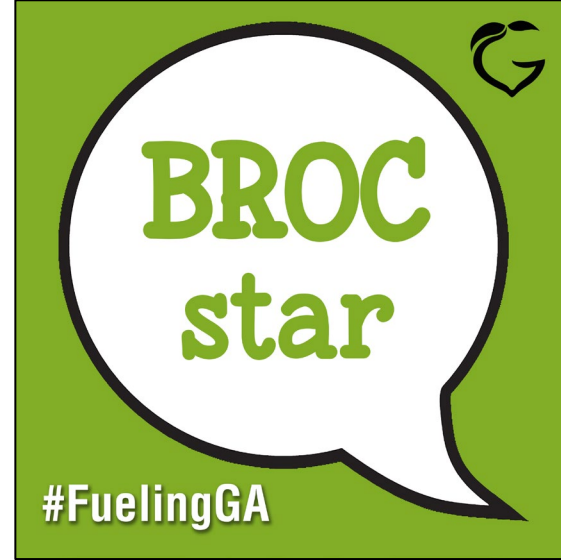
@gadoesnp

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!



@GaDOENutrition



anchor.fm/fuelcast



@GaDOENutrition



fuelingga@gadoe.org



@gadoe_snp



snp.gadoe.org



Georgia Department of Education School Nutrition

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