Creative Communication Techniques

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Ice breakers

• Who sends text messages?
• Has a smart phone?
• Uses Facebook?
• Twitter?
• Pinterest?
• Email?
• Snapchat?
• Instagram?
• Sound cloud?
• Blogs?

• LinkedIn?
• Google +?
• YouTube?
• FaceTime/Skype/Video chat?
• How much of this do you do on your cell phone?
• How often do you leave home without your cell?
• How often do you check your phone?
Some Groundwork

• **53%** of millennial (born 1981 – 2001) households have children
• Digital natives
• **88%** of millennials get news from Facebook
• **86%** of people between 18 and 29 have a smart phone
...and more numbers

- 57% of moms and 87% of prospective moms would like to know more about infant and child nutrition (including breastfeeding)
- 49% of moms and 64% of prospective moms wish they had more resources and information about breastfeeding
- 62% of moms have at least one nutritional concern for their child
- Only 13% of moms didn’t report experiencing at least one nutrition or diet challenge
40% of moms and 65% of prospective moms go to the internet for infant nutrition information.

40% of moms and 67% of prospective moms go to the internet for child nutrition information.
What do those numbers mean for WIC?

• People want nutrition information!
• Moms and prospective moms are interested in the kind of information WIC provides.
• WIC could be meeting those moms where they are!
Why is it valuable to be active online?

• WIC participants are already there looking for information
• Real time feedback
• Stay connected between appointments
• Share announcements, changes, etc.
• Share tips, recipes, advice
But how?

- Text messaging
- Email blasts
- Facebook
- Twitter
- Pinterest
- Instagram
- Blog

If you’re not using digital media, you’re not reaching a lot of people you could be!
But there are rules saying we can’t!

• Be persistent!
• Do your research
• Connect with other agencies or departments that are active online – ask NWA!
• Engage partners
Creating a Social Media Policy

Things to Consider

• What platforms will you be using?
• Does it make sense to have a policy for each platform or one umbrella policy?
• Who do you follow?
• When do you comment? Reply to comments?
• What do you share and retweet?
• What is your agency’s purpose for using the selected platforms?
Platforms

- Blogs
- Facebook
- Twitter
- Pinterest
- Instagram
Getting Started

• Strategy is key
• Maintain your presence
• Create and follow guidelines about who can post, frequency of posts, etc.
• Use tools like Hootsuite and Tweetdeck
• Beware of mission creep
• Know your audience
• Monitor, evaluate, re-strategize
• https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-social-media/
• http://www.usatoday.com/story/tech/2015/10/29/smartphones-saturation-saturation-millennials-pew-research/74805506/