

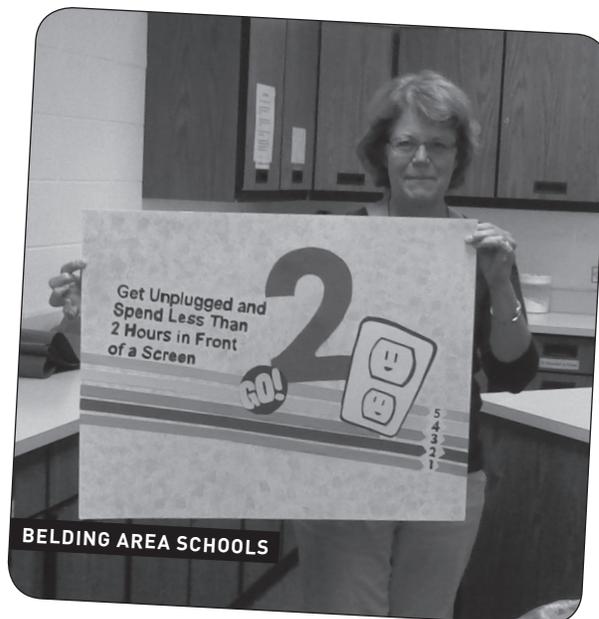


STRATEGIES FOR USING SOCIAL MEDIA

WHY USE SOCIAL MEDIA?

Social networking has become a very popular means to communicate, connect, and find resources. Facebook reports more than 750 million active users and Twitter reports more than 200 million users.

Using social media to get the word out about the *Michigan Nutrition Standards* is effective and time-efficient. Social media allows you to interact with people quickly and easily, in a format where interactions may not take place otherwise, and content can easily be created and 'scheduled' to post so that it doesn't require a daily log-in and post. Another advantage of social media is that you (the school district) completely control what is said. There isn't a reporter who may put his or her own opinions or interpretations about the standards into a newspaper article without checking back with you to make sure it's correct.



Using social networking sites is an ideal way for school health champions to connect with others interested in implementing the *Michigan Nutrition Standards* and creating healthier schools. Connecting with reputable health organizations and institutions brings relevant information directly to your desktop or mobile device. Joining social networks enables you to share the information you find most valuable with your peers. It also allows you to brand your school as innovative and on the cutting edge. Don't let the negative voices in your community hurt health promotion efforts. Be proactive and let your voice and your support of the *Michigan Nutrition Standards* be heard.

WAYS TO USE SOCIAL MEDIA TO PROMOTE THE MICHIGAN NUTRITION STANDARDS

- Let parents know or remind them about the healthy changes to school meals;
- Share healthy school and classroom party ideas;
- Highlight meals/foods that meet the standards and that students liked;
- Highlight food and beverages that sell well at events and that meet the standards;
- Highlight strategies to encourage the purchase of healthier food at school and healthy fundraising efforts that might be taking place at the school.





SCHOOL HEALTH PROMOTION SOCIAL NETWORKING SITES:

• LET'S MOVE!

- <http://www.facebook.com/letsmove>
- Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams.

• MICHIGAN TEAM NUTRITION

- <http://www.facebook.com/michiganteamnutrition>
- USDA's Team Nutrition is an integrated, behavior based, comprehensive plan for promoting the nutritional health of the nation's children.

• HEALTHY KIDS, HEALTHY MICHIGAN

- <http://www.facebook.com/HealthyKidsHealthyMichigan>
- *Healthy Kids, Healthy Michigan* (www.healthykidshealthymich.com) is the statewide childhood obesity coalition. You can also follow *Healthy Kids, Healthy Michigan* on twitter at <http://twitter.com/#!/HlthyKdsHlthyMI>

• FUEL UP TO PLAY 60

- <http://www.facebook.com/FuelUpToPlay60>
- Fuel Up to Play 60 is founded by the National Dairy Council® (NDC) and the National Football League, in collaboration with the United States Department of Agriculture (USDA). Fuel Up to Play 60 empowers students to take action to improve nutrition and physical activity at their school and for their own health.

• ALLIANCE FOR A HEALTHIER GENERATION

- <http://www.facebook.com/HealthierGeneration>
- The Alliance is working to eliminate childhood obesity and inspire all young people in the U.S. to develop lifelong, healthy habits. <http://www.healthiergeneration.org>

• ACTION FOR HEALTHY KIDS

- <http://www.facebook.com/pages/Action-for-Healthy-Kids/267076500068>
- Action for Healthy Kids works with schools to help kids learn to eat right and be active every day so they're ready to learn. Join the movement to ensure kids have lots of time for play and healthy eating! Healthy Kids Learn Better! www.ActionforHealthyKids.org

• SCHOOL MEALS THAT ROCK

- <http://www.facebook.com/>
- School Meals that Rock celebrates innovative and healthy meals that schools across the U.S. are serving.

• MYPLATE.GOV

- <http://twitter.com/#!/MyPlate>
- Get the latest information on the 2010 Dietary Guidelines for Americans.

