



National WIC Association

2025 Multi-State WIC Participant Satisfaction Survey Social Media Toolkit for Participating Agencies



June 2026

Participating State WIC Agencies and Indian Tribal Organizations:

Colorado, Connecticut, Hawaii, Idaho, Illinois, Isleta Pueblo, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, Ohio, South Dakota, Utah, Virginia, West Virginia, Wichita, Caddo & Delaware, and Wisconsin.

Background

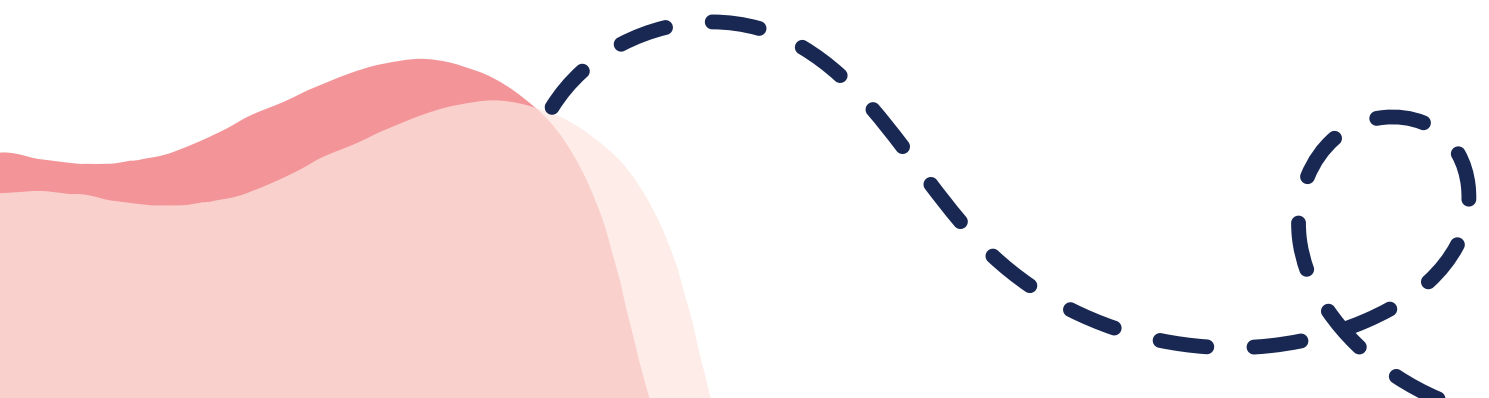
The National WIC Association (NWA) is the nonprofit voice for the 12,000 public health nutrition service provider agencies that support over 6.8 million mothers, babies, and young children through WIC. NWA provides education, guidance, and support to WIC staff, driving innovation and advocacy to strengthen WIC as we work toward a nation of healthier families. For more information, visit www.nwica.org. For additional NWA tools and resources, visit www.thewichub.org.

The Multi-State WIC Participant Satisfaction Survey is designed to understand participant perspectives and satisfaction with WIC services.

- The first survey, [Multi-State WIC Participant Satisfaction Survey: Learning from Program Adaptations During COVID](#), was administered in 2021 to assess participant experiences during the COVID-19 pandemic and included responses from 26,000 participants across 12 State WIC Agencies.
- Building on this effort, the [2023 Multi-State WIC Participant Satisfaction Survey](#) captured perspectives from 38,000 participants across 19 State WIC Agencies.
- The third iteration, the [2025 Multi-State WIC Participant Satisfaction Survey](#), included responses from 56,000 WIC participants across 27 WIC agencies! The survey was administered in four languages (English, Spanish, Arabic, and Haitian Creole), and results were stratified by race and ethnicity.

This toolkit is designed to support WIC agencies in sharing findings from the [2025 Multi-State Survey](#). It provides ready-to-use messaging, graphics, and strategies to help agencies communicate key insights, elevate participant voices, and highlight the impact of WIC services. Sharing these findings amplifies participants' experiences, demonstrates the value and effectiveness of WIC, and increases awareness of WIC's role in supporting healthy families.

Social media helps translate data into clear, actionable insights that participants, partners, and policymakers can understand and act on. WIC agencies can share materials across a variety of platforms, including social media, newsletters, websites, and partner communications.



Understanding Your Audience

Different audiences will engage with the survey findings in different ways. Tailoring content for each audience can improve reach and impact.

- **Participants and families:** Focus on relatable, clear, and accessible content. Highlight how WIC supports families, share quotes, and reinforce trust and a sense of belonging.
- **Partners and stakeholders (e.g., healthcare providers, community organizations, policymakers):** Emphasize data, trends, and program impact.
- **Peer agencies and the broader WIC community:** Share lessons learned, promising practices, and trends to support shared learning.

Social Media Best Practices

Use social media to inform, engage, and connect with your community. The following best practices provide guidance for creating effective, accessible, and participant-centered content across platforms.

General Posting Guidelines:

- Use the [correct graphic size](#) for the platform you’re using.
- Vary content formats (e.g., quotes, data highlights, key findings) to maintain engagement and provide a well-rounded view of the report.
- Include a clear call to action (e.g., learn more, sign up, share) to guide audience engagement.
- Use relevant hashtags to improve discoverability, but avoid overuse.

Recommended number of hashtag ranges:	Recommended hashtags:
Facebook: 1-2 X/Twitter & Bluesky: 1-2 Instagram: 3-5 LinkedIn: 3-5	#WICSurvey25 #WIC #PublicHealth #HealthEquity

- Mix up your posting and engagement activity. Schedule the posts so that they don’t come out back-to-back. Also, be mindful to take time to acknowledge and amplify relevant content from other WIC agencies or community organizations by liking, commenting, or sharing a post.
- [Know your audience](#). Tailor content to their priorities, preferences, and the platforms they use most.
- In addition to knowing which channels your audience is likely to use, consider the [days of the week and time frames](#) when they might be most active.
- Credit sources when reposting.
- Ensure content is accessible (e.g., use [alt text for images](#), clear language, and high-contrast visuals)

Sharing Participant Quotes:

- Protect privacy. Avoid using identifying details unless explicit permission has been granted. Consider using first name only, initials, or “WIC participant.”
- Only make minimal edits for clarity (e.g., grammar or length). Do not rewrite quotes in a way that changes tone, voice, or intent.
- Pair participant quotes with supporting data points, when possible, to reinforce credibility and provide broader context.
- Balance quotes about challenges with content that highlights positive experiences, satisfaction, and program impact.
- Use discretion when selecting quotes. Avoid sharing content that may feel overly personal, distressing, or out of context for a broad audience.
- Avoid framing individual quotes as representative of all participants. Use language that reflects they are part of a broader set of experiences.

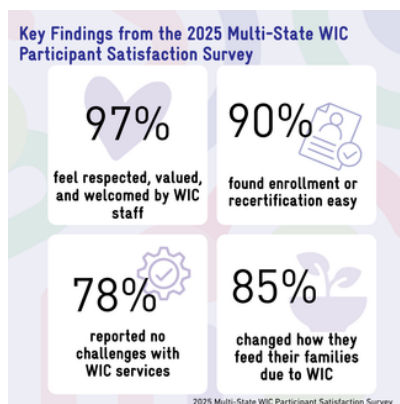
Responding to Participants or Other Organizations on Social Media:

- Be warm, empathetic, and clear.
- Respond to questions with credible, accurate sources.
- Thank participants for their engagement and feedback.
- Don't share personal WIC participant information.
- Avoid the use of jargon or acronyms without explanation.
- Do not engage in debate that challenges or invalidates participant experiences. Refer to the full report or supporting data when needed.
- Prioritize collaboration over competition to amplify shared goals.

Sample Social Media Posts

To support sharing findings from the Multi-State Survey, below are sample social media posts that are ready to be shared online. These posts are based on national survey findings and do not reflect individual WIC agency data.

- [Download all graphics here.](#)
- [Download captions to all graphics here.](#)



Turning Data into Impactful Social Media Content

Each WIC agency operates differently and serves communities in unique ways. To highlight what is working well and opportunities for improvement in your state, the strategies below can help guide the development of your social media content.

Creating Your Own Posts

Use your Agency State Report and any open-ended responses from the survey to develop your own content. The strategies below can help translate findings into engaging and meaningful posts:

- **Use quotes from open-ended responses:** Highlight participant voices to center lived experience.
- **Incorporate quantitative data:** Share key statistics to illustrate impact, trends, and program outcomes.
- **Compare findings over time (if applicable):** If your agency has participated in the survey across multiple years, highlight changes or trends to show progress or identify ongoing opportunities for improvement.
- **Leverage the participant journey:** Develop posts that reflect key touchpoints, facilitators, and barriers in the WIC experience. Use the [Journey Map Toolkit](#) to develop your own [journey map](#) and use the insights to tell a more complete story of engagement with WIC.

Prioritize Content That:

- **Reflects key findings:** Focus on insights that align with the report's main takeaways (not one-off details).
- **Is easy to understand quickly:** Social content should be clear and digestible at a glance.
- **Balances perspectives:** Include a mix of participant experiences, including both positive impacts and challenges.
- **Is broadly relevant:** Choose content that will resonate with a wide audience (participants, partners, policymakers).
- **Supports your goal:** Whether it's awareness, education, or advocacy, be intentional about why you're sharing it.

Avoid Sharing Content That:

- Could be misinterpreted without context.
- Overemphasizes challenges without showing impact or solutions.
- Feels overly specific or not representative of broader findings.
- Includes sensitive details that could compromise participant privacy or dignity.

Consider the Following Topics:

- **Highlight who in your state participated in the survey:** Consider highlighting community groups or languages spoken.
 - *Review the following tables in the State Agency Report:*
 - *Table 1a and 1b. Survey Participant Characteristics*
- **Accessing and using WIC services:** Explore participant experiences with in-person and remote services, including enrollment, recertification, appointment scheduling, and use of digital tools such as portals, apps, text, and email.
 - *Review the following tables in the State Agency Report:*
 - *Table 2a and 2b. Experiences with WIC Enrollment or Recertification Documentation*
- **Satisfaction with WIC services and support:** Highlight participant experiences with customer service, nutrition education, breastfeeding support, and overall satisfaction with WIC interactions.
 - *Review the following tables in the State Agency Report:*
 - *Table 3a and 3b. Experiences with Appointments, Nutrition Education, Breastfeeding Support, and Interactions*
 - *Table 4a and 4b. Perceptions of WIC's Effort to Support Fairness and Belonging*
- **Equity, belonging, and cultural responsiveness:** Elevate experiences related to feeling respected, valued, and welcomed, as well as access to language-appropriate and culturally responsive services.
 - *Review the following tables in the State Agency Report:*
 - *Table 4a and 4b. Perceptions of WIC's Effort to Support Fairness and Belonging*
- **Shopping for WIC foods:** Highlight experiences using WIC benefits in stores, farmers' markets, and online.
 - *Review the following tables in the State Agency Report:*
 - *Table 5a and 5b. Experiences Shopping for WIC Foods*
- **WIC app and EBT card experience:** Share feedback on ease of use, awareness, and desired improvements for digital tools that support WIC participation.
 - *Review the following tables in the State Agency Report:*
 - *Table 6a and 6b. Use of WIC Card and WIC App*
- **WIC food package and Cash Value Benefit (CVB) experiences:** Focus on participant perspectives related to food package changes, CVB adequacy, and overall satisfaction with WIC foods.
 - *Review the following tables in the State Agency Report:*
 - *Table 7a and 7b. Perceptions of Cash Value Benefit (CVB) for Fruits and Vegetables*
 - *Table 8a and 8b. Perceptions of WIC Food Package*
- **Barriers and challenges to participation:** Highlight common challenges, such as scheduling, transportation, access to technology, or difficulty fully using benefits.
 - *Review the following tables in the State Agency Report:*
 - *Table 3a and 3b. Experiences with Appointments, Nutrition Education, Breastfeeding Support, and Interactions*
- **Reasons for participating in WIC and program value:** Emphasize what participants say drives their participation in the program.
 - *Review the following tables in the State Agency Report:*
 - *Table 3a and 3b. Experiences with Appointments, Nutrition Education, Breastfeeding Support, and Interactions*

To support your agency in developing these posts, download Canva graphic templates [here](#).

- Once you click the link, you will see a preview of a graphic. Click the "view template" button
- If you're not already logged in, Canva will prompt you to log in or create a new account.
- The template will open to show all of the provided graphics, usually named "Copy of...", allowing you to customize the file name and edit as needed.
- If you wish to access the templates later, your copy will appear in your Projects or under "All your designs" in the left panel of the Canva dashboard.

Measure Performance and Refine Your Approach

Measuring performance helps you understand what resonates with your audience and where to refine your approach. Use these insights to continuously improve your content and better support your communication goals (e.g., awareness, engagement, or action).

- **Build on content that consistently performs well.** If posts with a graphic get more engagement than those with just a link, consider adding relevant graphics to all future posts.
- **Adjust future content based on posts that may not be performing as expected.** If lower-performing content lacks a clear call to action, consider incorporating one going forward.
- **Look beyond likes.** Consider metrics such as shares, saves, comments, and link clicks to understand meaningful engagement.

Conclusion

Sharing findings from the [2025 Multi-State WIC Participant Satisfaction Survey](#) is an opportunity to elevate participant voices, highlight the impact of WIC, and increase awareness among families, partners, and stakeholders. By translating data into clear and engaging content, agencies can help tell the story of WIC in their communities and support ongoing program improvement.

NWA encourages agencies to share their experiences using this toolkit. If your agency is willing, please share what has worked well by contacting the Center for Innovative Practices in WIC (CIP-WIC) at cipwic@nwica.org.

