



# **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

- <http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WIConnects%20Presentations/Communicating%20with%20the%20Millennial%20Generation.pdf>
- <https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-social-media/>
- <http://www.usatoday.com/story/tech/2015/10/29/smartphones-saturation-millennials-pew-research/74805506/>