Using Social Media to Engage and Connect with Indiana SNAP Recipients

Objective
Thinning social media and the principles of social marketing to reach, engage, and motivate action and desired behavior change.

Target Audience
Low-income SNAP recipients with children.

Research Findings
Three group research conducted with three groups of low-income SNAP recipients with children in all Indiana counties

Strategy Development

- Recipes that are easy, inexpensive and kid-friendly
- They want to share and learn from other moms who are like them
- They all have smartphones
- They perceive living healthy to be expensive
- They benefit from seeing tips that are free and easy to incorporate into everyday life
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Outreach

Purdue Extension Education Program produces a monthly content calendar of posts for Twitter and Facebook that include information about programs and tips and reminders to encourage healthy behaviors to action, gather together, and not see food as a mealtime stressor. We include recipes, real people stories, created content and brands to engage them as easy as possible for the target audience to engage in the desired behaviors. These posts are focused on encouraging more active engagement. One year of results report:

- 51,048 total post impressions, 181 per post
- 1,825,981 total post impressions, 4,524 per post
- 1,443,171 total post reach, 4,524 per post
- 299,083 total post reach, 1,060 per post
- 51,048 total post reach, 1,825 per post

Conclusions and Implications
Social media posting is an effective and cost-effective way to reach and, even more importantly, engage with low-income women who have children. Posts that encourage easy ways to live healthier on a budget are particularly effective and lead to behavior change. It is important to keep content fresh and relevant for continued success.

One Year of Results
The following statistics are from 3/1/18 through 3/31/18:

- Facebook: 522,161 total post impressions, 1,060 per post
- Twitter: 51,048 total post impressions, 181 per post
- Reach:
  - Facebook: 1,443,171 total post reach, 4,524 per post
  - Twitter: 299,083 total post reach, 1,060 per post
- Engaged Users:
  - Facebook: 21,769 total engaged users, 52 per post
  - Twitter: 3,428 total engaged users, 3 per post
- Demographics:
  - Facebook: 48% females, 43% 25-44; 36% 18-24
  - Twitter: 43% females, 43% 25-44, 36% 20-24
- Impressions:
  - Facebook: 522,161 total post impressions, 1,060 per post
  - Twitter: 51,048 total post impressions, 181 per post