Core Competencies for Social Media and Marketing Initiatives

SNAP-Ed and EFNEP

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Purpose

Develop a list of core competencies required for Social Media Coordinators

Growing importance

Social media and technology in EFNEP

Social Media and social marketing in SNAP-Ed

Inform the practice of SNAP-Ed and EFNEP

Could be used more broadly

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Job Analysis Method

DACUM is an acronym for Developing A CurriculUM

DACUM is a job or occupational analysis method that uses expert workers in the occupation as panelists

DACUM answers the question "What do you do?"

Use Subject Matter Experts

8 representatives from EFNEP and SNAP-Ed organizations

Workshop conducted virtually over 14.5 synchronous hours on July 31 to August 3, 2023

Duties

Results

- ◎ **Coordinate Social Media Campaigns**
- ◎ **Develop Social Media Content**
- ◎ **Manage Social Media Impact and Engagement**
- ◎ **Manage Digital Communications**
- ◎ **Supervise Social Media Team**
- ◎ **Support Social Media Team and Partners**
- ◎ **Perform Administrative Tasks**
- ◎ **Participate in Professional Development Activities**

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Duties	Examples Tasks
Coordinate SM Campaigns	Conduct Needs Assessment for Social Media Campaigns
Develop SM Content	Create Video Social Media Content
Manage SM Impact and Engagement	Develop Data Collection Tools
Manage Digital Communications	Promote Creation of User Generated Content
Supervise SM Team	Develop Team Member Position Descriptions
Support SM Team and Partners	Advise Team on Trends in Participant Feedback/Comments
Perform Administrative Tasks	Develop Social Media Marketing Campaign Budgets
Participate in Professional Development Activities	Maintain Professional Certifications

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Tools, Equipment, Supplies and Materials

Employee handbook
Basic office supplies
Smart phone
Laptop/PC
VPN
Printer/scanner/copier
Internet/Wi-Fi
*LMS
*MS Office (Outlook, Word, Excel, PowerPoint)
Brand guide from organization
Branded promotional items (tablecloths, banners, cooking items)
Kitchen equipment (installed, ad-hoc)
Lighting equipment (ring light, diffuser, strobe, static lighting)
Photography equipment (camera, tripod, lenses)
Plating supplies (dishes, linens, silverware, props)
Print materials
Recipe ingredients
SnapEd toolkit
Templates (images, videos, promotional materials)
Videography equipment (microphones, monitors, overhead mount)
Webcam, mic

Software/Applications:

AI programs (ChatGPT)
*Analytics applications/platforms
*Cloud storage/tools (Google Suite, MS SharePoint, Box, DropBox, OneDrive)
*Email marketing software (Mailchimp, Constant Contact, Higher Logic)
**Graphic design software/applications (Adobe Creative Suite/Canva.com)
*MS Teams
*Optimization software (Yoast)
*Organization management software (to report timesheets, travel, hiring, etc.)
*Photo editing software (Adobe creative suite)
*Project management software (e.g., SmartSheets, Google Keep, Asana)
*QR code generator software (Scanova)
*Social media platforms (TikTok, Facebook, Instagram, YouTube, Twitter)
*Social media scheduling tools (Hootsuite, HeyOrca)
*Stock asset subscriptions (images, video, music - Shutterstock, Adobe Stock)
*Streaming software (Restream)
*Survey software (Qualtrics, Google Forms, MS Forms)
*Video editing software (Adobe Premiere Pro, iMovie)
*Web browsers (Chrome, Safari, Edge, Firefox)
*Web conferencing (WebEx, Zoom, MS Teams)

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Future Trends and Concerns

Organizational changes

Available funding

Challenges in recruiting/retaining talented team members

Changes in participation characteristics (e.g., demographic, geographic, platform preferences of demographic)

Changes in reporting interactions, measurement, analytics

Changes to government policies and implications for program participant eligibility/participation in programs

Changes to social media algorithms

Changes to social media platforms

Changes to social media regulations (federal, organizational, university)

Compliance with copyright requirements

Creating content for a diverse audience: language, representation

How to quantify social media interactions/engagement for grant reporting purposes

Monetizing content on social media platforms

Outsourcing of social media marketing management/content generators

Security issues with social media platforms

The use of artificial intelligence for graphic design

The use of artificial intelligence for writing copy

Using communication frameworks to explain social media engagement

Virtual reality/The Metaverse

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Core Competencies

<div style="background:#E8842C; color:white; display:inline-block; padding:10px 30px;">Gap for SM</div>

Employee recruitment

Revising job descriptions to more accurately reflect positions

Development of employee training plans

Management/decision-making

Curricular development

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