

EFNEP & SNAP-ED Social Media Specialist Core Competencies

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Suggested Citation: Abbott, M., Holley, O., Misyak, M., Serrano, E., Fergus, K., Moser, J., EFNEP & SNAP-Ed Social Media Core Competencies. 2023. <https://www.nifa.usda.gov/core-competencies-efnep-snap-ed#:~:text=Core%20competencies%20are%20used%20to,SNAP-ED%20began%20in%202001>.

Partially funded by the SNAP-Ed LGU Professional Development Team through a grant from South Dakota State University.

This institution is an equal opportunity provider. This material is partially funded by USDA's Supplemental Nutrition Assistance Program (SNAP) and the Expanded Food and Nutrition Education Program (EFNEP).

A. COORDINATE SOCIAL MEDIA CAMPAIGNS

- A.1 Conduct needs assessments for social media campaigns
- A.2 Collect data to develop social media campaigns (e.g., demographics, 4 Ps)
- A.3 Create social media strategy (e.g., target audience, duration, paid/unpaid)
- A.4 Identify platforms for social media strategy (e.g., Facebook, Instagram)
- A.5 Implement social media strategy
- A.6 Monitor social media campaign budgets
- A.7 Revise social media campaign budgets (e.g., re-target ads, ad optimization, performance)
- A.8 Deploy targeted social media ad strategy
- A.9 Monitor targeted ad placement
- A.10 Collaborate with partners (e.g., internal, external)
- A.11 Collaborate with external vendors
- A.12 Conduct social media contests/giveaways

B. DEVELOP SOCIAL MEDIA CONTENT

- B.1 Develop social media content strategy
- B.2 Source existing social media content (e.g., internal, external)
- B.3 Monitor social media trends and popular hashtags
- B.4 Prepare social media content plan (e.g., target audience, schedule, activities)
- B.5 Align social media profiles and content to brand standards
- B.6 Create graphic social media content
- B.7 Create photographic social media content
- B.8 Create video social media content
- B.9 Create text/copy for social media content
- B.10 Create social media content for campaigns (e.g., co-branded, social marketing for behavior change)
- B.11 Verify ADA compliance/accessibility of social media content
- B.12 Tailor social media posts to reach target audience (e.g., culturally sensitive, language, demographic)
- B.13 Modify social media content for platform optimization (e.g., resolution, size, video orientation)
- B.14 Create branded social media templates (e.g., handouts, recipes, platform-specific dimensions)
- B.15 Develop social media training materials/resources
- B.16 Revise social media content plan based on analytics

C. MANAGE SOCIAL MEDIA IMPACT AND ENGAGEMENT

- C.1 Establish social media performance benchmarks (e.g., program improvement, behavior change)
- C.2 Identify social media performance evaluation metrics (e.g., reach, impressions, engagement)
- C.3 Develop data collection tools (e.g., surveys, question path, polls)
- C.4 Collect data on social media performance (e.g., campaign recall, intent to change behavior)
- C.5 Generate social media analytics reports (e.g., impressions, reach, engagement metrics)
- C.6 Analyze social media performance data (e.g., analytics reports, survey data)
- C.7 Evaluate success of social media content/campaigns (e.g., impact, behavior change)
- C.8 Monitor social media algorithms (e.g., QA, change management)
- C.9 Determine effective social media strategies per analytic data (e.g., replicable, scalable)
- C.10 Report findings of social media data analysis

D. MANAGE DIGITAL COMMUNICATIONS

- D.1 Publish developed content on social media (e.g., internal channels, external channels)
- D.2 Promote published social media content/campaigns (e.g., boost, amplify, place ads)
- D.3 Share media from other social media accounts (e.g., agency pages, FDA, CDC)
- D.4 Monitor brand alignment of social media profiles (e.g., internal, external, partners)
- D.5 Promote creation of user-generated content
- D.6 Repurpose user-generated content (e.g., success stories, videos)
- D.7 Monitor social media accounts (e.g., inboxes, comments, mentions)
- D.8 Respond to participant communications (e.g., questions, comments, troubleshooting)
- D.9 Track trends in participant communications (e.g., feedback, comments, complaints)
- D.10 Develop FAQs for common participant questions/concerns

E. SUPERVISE SOCIAL MEDIA TEAM

- E.1 Create MOUs/MOAs to host interns
- E.2 Coordinate scheduling with intern directors
- E.3 Develop team member position descriptions
- E.4 Participate in team member recruitment activities (e.g., job fairs, job postings, social media posts)
- E.5 Participate in team member hiring process
- E.6 Manage intern work tasks/projects
- E.7 Manage volunteer work tasks/projects
- E.8 Manage student worker tasks/projects
- E.9 Mentor student interns on social media projects

- E.10 Oversee social media team content development (e.g., website, newsletters, social media posts)
- E.11 Conduct 1-on-1 meetings with social media team members
- E.12 Conduct performance reviews for social media team members
- E.13 Approve payroll/time sheets for team members
- E.14 Develop team member Performance Improvement Plans (PIPs)
- E.15 Resolve team member conflicts
- E.16 Conduct disciplinary process
- E.17 Conduct team member exit interviews
- E.18 Inform stakeholders of team member staffing changes

F. SUPPORT SOCIAL MEDIA TEAM AND PARTNERS

- F.1 Provide feedback on digital content provided by teams (e.g., branding, grammar, quality)
- F.2 Assist with program recruitment efforts (e.g., event sign-up, class enrollment)
- F.3 Advise team on social media strategies
- F.4 Share social media resources with stakeholders (e.g., templates, digital assets)
- F.5 Collaborate with stakeholders on digital asset development
- F.6 Promote partner content (e.g., resources, events, messages)
- F.7 Promote team member content (e.g., event photos, achievements)
- F.8 Maintain stakeholder partnerships (e.g., agency partners, community members)
- F.9 Troubleshoot team social media issues
- F.10 Moderate social media groups (e.g., private groups, public, general pages)
- F.11 Develop program e-newsletters (e.g., internal, partner, stakeholders)
- F.12 Contribute content to program e-newsletters
- F.13 Provide social media metrics to stakeholders
- F.14 Advise team of trends in participant feedback/comments
- F.15 Provide social media orientation to stakeholders (e.g., accounts, objectives, conduct)
- F.16 Provide social media training to stakeholders (e.g., interns, staff, partners)
- F.17 Train stakeholders on digital tech tools (e.g., software/apps, equipment, best practices)

G. PERFORM ADMINISTRATIVE TASKS

- G.1 Maintain professional calendar (e.g., PTO, meetings, schedule)
- G.2 Develop social media campaign budgets
- G.3 Maintain supply inventory (e.g., creative supplies, branded items, consumables)

G.4 Maintain technology assets (e.g., cameras, equipment, software)

G.5 Distribute program resources/materials (e.g., prize giveaways, community partner materials, team resources)

G.6 Contribute to program reports (e.g. monthly, quarterly, annual)

H. PARTICIPATE IN PROFESSIONAL DEVELOPMENT ACTIVITIES

H.1 Research social media trends/best practices

H.2 Identify professional development goals

H.3 Research social media training opportunities

H.4 Participate in external trainings (e.g., conferences, webinars, workshops)

H.5 Participate in internal trainings (e.g., compliance, self-paced, in-services)

H.6 Maintain professional certifications

H.7 Participate in social media special assignments (e.g., committees, workgroups, panels)

H.8 Participate in personal performance review process

H.9 Deliver social media conference presentations

H.10 Participate in professional organizations

H.11 Prepare professional research products (e.g., abstracts, white papers, presentations)

General Knowledge and Skills

Skills

Technology
Organizational
Strategic thinking
Strategic planning
Supervisory
Leadership
Time management
Troubleshooting
Multi-tasking
Project management
Critical thinking
Public speaking
Customer service
Prioritization
Budget management
Training presentation
Mentoring
Management
Creative thinking
Analysis
Communication (written, verbal, non-verbal)
Social media campaign management
Content creation (video, photo, graphic)
Content writing

Knowledge

Cultural competence
University policies/procedures
Data analytics
Marketing strategies
Social media platforms
4 Ps - product, price, place, promotion
Accessibility (ADA compliance)
Branding guidelines/standards
Current social media practices/trends
Federal Nutrition Assistance Programs (SNAP, WIC, GusNIP)
Federal poverty guidelines (participant eligibility)
Food styling and photography
Grant guidelines/expectations
Grant writing process
Human-centered design techniques
Nutrition guidelines/best practices
Photography and editing (e.g., rule of thirds)
Physical activity guidelines/best practices
Reading level accommodation
Social media algorithms
Social media theory
Style guidelines (APA, MLA, internal)
University social media guidance

Behaviors

Team player
Dependable
Creative
Multi-tasker
Flexible
Detail-oriented
Organized
Adaptable
Independent
Problem solver
Ethical
Innovative
Curious
Reliable
Consistent
Culturally sensitive
Self-motivated
Patient
Encouraging
Empathetic

Acronyms

4 Ps	Product, Price, Place, Promotion
ADA	Americans with Disabilities Act
AI	Artificial Intelligence
APA	American Psychological Assoc.
EFNEP	Expanded Food and Nutrition Education Program
FAQ	Frequently Answered Questions
GusNIP	Gus Schumacher Nutrition Incentive Program
LMS	Learning Management System
MLA	Modern Language Association
MOA	Memorandum of Agreement
MOU	Memorandum of Understanding
MS	Microsoft
PIP	Performance Improvement Plan
PTO	Paid Time Off
QA	Quality Assurance
SNAP	Supplemental Nutrition Assistance Program
VPN	Virtual Private Network
WIC	Women, Infants, and Children

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)

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 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