SOCIAL MEDIA FOR SOCIAL GOOD

PR & Social Media, George Mason University
Professor Suzanne Lowery Mims

Patriot Plates—Making healthy eating affordable and accessible.
Executive Summary and Assessment
By
Alma Pekerti

Introduction: This is an executive summary and assessment of the Social Media for Social Good campaign "Patriot Plates," created by our team of 6 people, running from November 1st to November 21st , 2024.

Campaign summary: Problem statement-- *"Students at George Mason University do not have enough time, money, and knowledge to consistently eat nutrient-dense meals, something that is necessary for success*."

This is an important subject to address as we've found from our secondary research that students are 43% likely to graduate when they have low access to healthy and nutritious food. Pursuing higher education is already expensive enough, so it is imperative that we empower our peers with the practical knowledge of eating healthily, so that we can help lessen the barriers that could hinder their success.

Through an informal survey of 85 responses, George Mason students mostly access meals through cooking and grocery shopping, and they would like to see Accessible Recipes as a nutritional resource to help them achieve healthy eating. This guides our campaign unto "Patriot Plates", a social media hashtag used to share healthy and budget-friendly recipes. As our goal is to raise awareness of nutritious eating, Patriot Plates is also a hub of information to help educate our audience about nutritious eating. This is further conveyed through the LinkTree that we used to compile all informational resources for our audience to use. Our objective was to reach 60 followers on Instagram and track those who access our LinkTree.

Outputs: Over the course of 21 days, the campaign produced 20 pieces of content for social media, all of which are posted on Instagram, and some on TikTok. The structure of our content follows three major themes of 1. Recipe posts, 2. Myth-busting posts, and 3. General informational content about nutritional eating or about on-campus nutritional resources.

Following the three major themes created as part of the message strategy, the outputs of this campaign are detailed below.

- 7 recipe contents (4 of which are video form)
- 6 myth-busting posts
- 5 general information posts (1 of which is a video)
- We also created 1 LinkTree to compile resources for our audience to parse through.



Outcomes:
On our main platform, Instagram:

- Reached 63 followers (which fulfilled our campaign objective).
- Garnered 1,432 views for IG reels combined
- 250 total likes across 20 posted content
- 7 total shares
- 18 total comments

On TikTok:

- 1,701 total views across 5 videos
- 50 profile views
- 106 combined likes
- 5 combined comments
- 5 total shares

On LinkTree (Lifetime Stats)

- 70 total views
- 33% click rate

Qualitatively, we succeeded in influencing some of our audience to take action in eating nutritiously. We received 1 earned media as someone recreated one of our recipe posts. We also established a relationship with the campus dietitian, Brook Tresch, which helped showcase the on-campus nutritional resources.

Campaign Analysis:

Patriot Plates succeeded in many different aspects. First and foremost, we achieved our main campaign objectives of achieving 60 followers, making practical and informational resources accessible through our recipe contents and infographics. The pattern that the content was posted in (recipe, myth-busters, and informational content) successfully helped our audience digest the given information. We also created a partnership with the campus dietitian, Brook, a very influential campus representative that gave us more credibility on the matter. Our qualitative results showed us that we were able to create meaningful and influential content for our target audience, as we received positive feedback and one earned media in the time that the campaign ran.

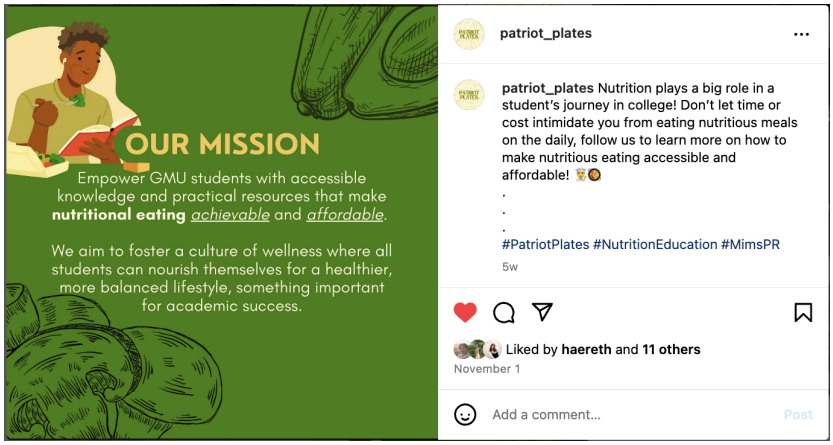
The two platforms we operated on was quite successful. Many "foodie" accounts post short-form content of their recipes and cooking processes on IG reels and TikTok, and our recipe videos performed well in these platforms. One thing that we should have improved on was increasing the number of recipe videos to post. This will not only boost our activity on TikTok, short-form videos would help us leverage the strengths of our two platforms, garnering more impressions and expanding our reach. This would also honor our primary research to offer more accessible recipes for our target audience.

Patriot Plates could benefit from more engaging activities with our audiences. An important aspect of social media is interaction—whether with our audience or with other creators in our niche. While we did collaborate with the campus dietitian, we could have interacted more with other creators' contents to further establish our identity to be nutrition-forward. We could have reposted existing successful recipes online so that we could engage with other prominent creators in the community, but also expose our audience to other nutrition-forward creators. Most importantly, we could have used our Instagram stories more. As 70% of IG users watch stories daily, we could have leveraged that to bring more impressions and engagement to our original posts.

If this campaign were to go on for longer, we would have hosted an on-campus cooking workshop to directly engage with our target audience. In our primary research, 66% of respondents stated that they would like to attend cooking classes. With proper planning and funding, hosting cooking classes will not only help create an engaging community, it will most likely be more impactful for our audience. These cooking classes can also be recorded and posted on YouTube, expanding our reach through another platform.

Created Contents:

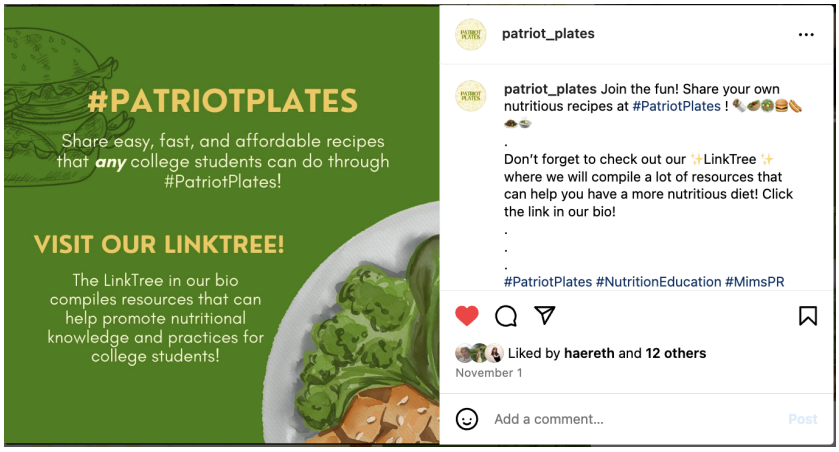
Introduction:



Gained 12 likes



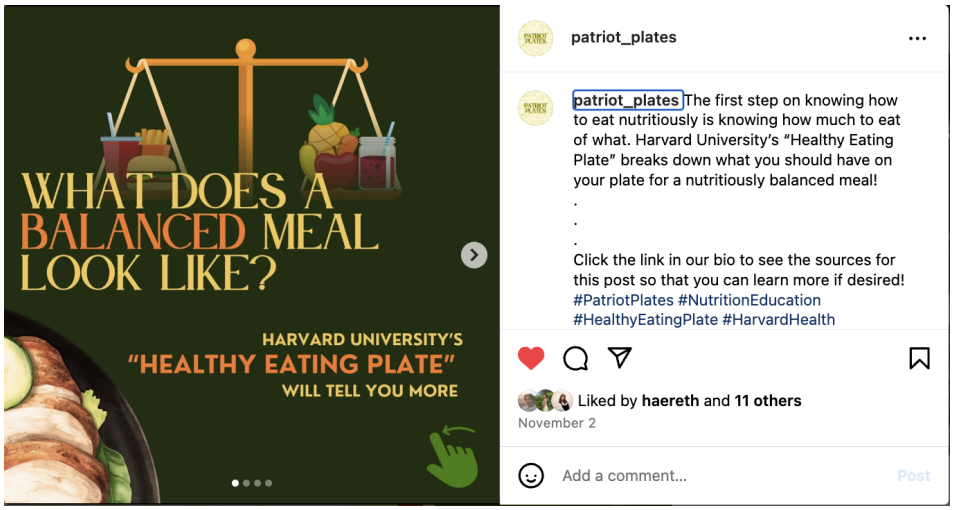
Gained 13 likes

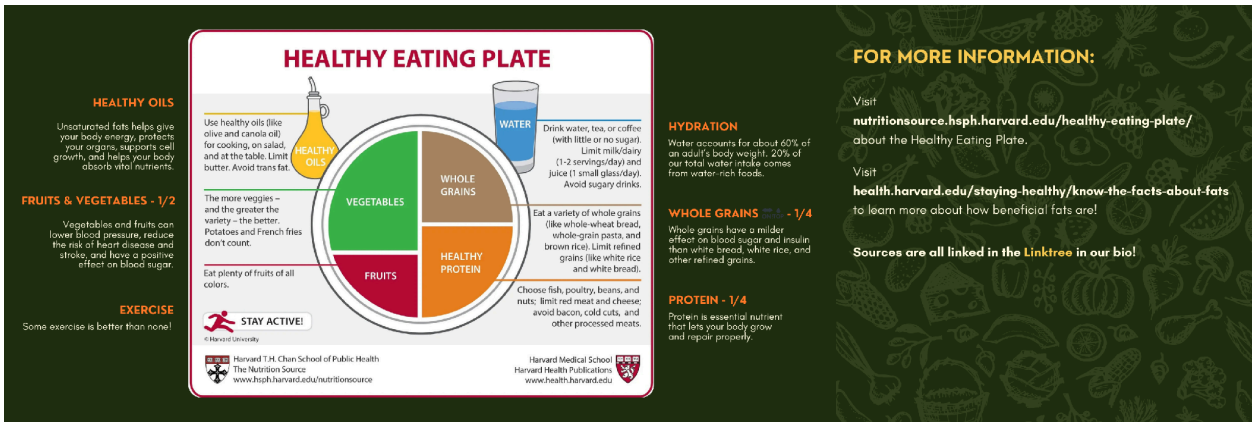


Gained 13 likes

This three-piece post served as an introduction to who we are as Patriot Plates. This outlined our mission, our brand logo, as well as our overall strategies. It did not get many engagements other than gaining an average of 12 likes.

General Informational Content:





This infographic fell under the "General Informational Content" of our three guiding themes. This post served to inform our audience about what a balanced meal looks like, giving them an introduction to healthy eating. This post leveraged the carousel feature on IG, which is known to do better than standalone images. This gained 12 likes and no comments.

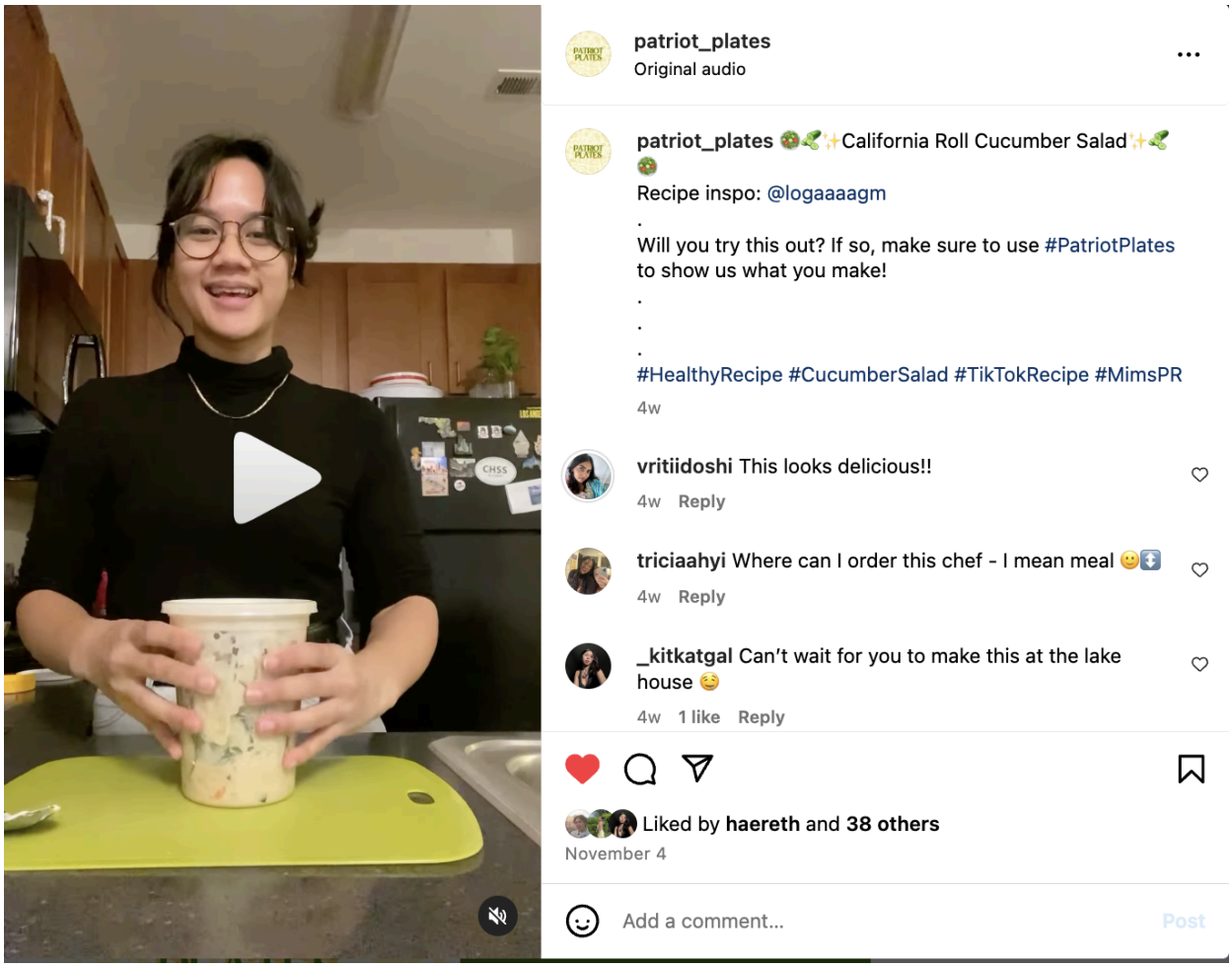
Myth-busting Content:



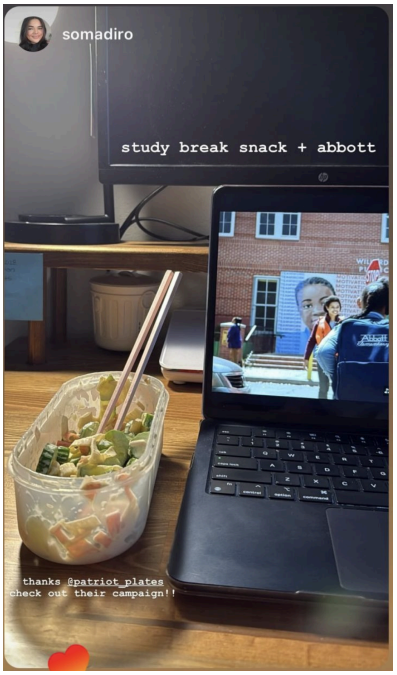


This infographic fell under the "Myth-busting Content" of our three guiding themes. This post debunks the harmful idea that fats do not belong in a healthy meal. This post also leveraged the carousel feature on IG. This post did slightly better at 14 likes and 2 comments.

Recipe Content:



This video fell under the "Recipe Content" of our three guiding themes. This post showed a recreation of the viral TikTok trend, Cucumber Salads by Logan. By riding on the coattail of a current trend, this post did very well compared to our other posts. This post received 39 likes, 9 comments, and 564 views. This recipe also received one earned media as someone recreated this recipe and tagged us on their post.



Other Contributions

Brand Style Guide:



Prior to our team's content creation, I assembled a style guide to encourage consistency and cohesiveness throughout our posts. I curated a set of colors and fonts to use when creating our visuals. I used the George Mason Green and George Mason Gold colors to associate us with the university to appeal more to Mason Students. Although it was not utilized as thoroughly as I hoped, it served as an effective jumping point for my team members to begin creating their content. Fortunately, I was able to thoroughly use this guide when I created the slideshow for the Team Presentation.

Personal Feedback

I absolutely loved this project. I loved creating an influential, visual, and engaging campaign from the ground up. I thoroughly enjoyed planning all the minute details of this campaign (from the visuals, to the brand image, to the messages, to the type of content being made) to ensure that everything I produce and publish is strategic and meaningful. This project made me realize that I might be fit to be a project leader. I sometimes feel apprehensive to lead or to take control, but because I felt so inspired from this project—combined with the fact that I am so strongly driven by potential success—I didn't hesitate to do everything I can to ensure that this campaign is *at least* cohesive and functional. Although it is time consuming and very laborious, managing this campaign is so rewarding to me. I really enjoyed listening to the impact that this campaign had on others. I was so ecstatic when Marina recreated my recipe. I felt so accomplished when my visual content on Instagram looked cohesive when seen altogether. This was such a rewarding project, and I wished Patriot Plates could have gone for longer so that I can plan a potential cooking workshop!