SOCIAL MEDIA for SOCIAL GOOD

COMM 384

George Mason University

PATRIOT PLATES

Damiana Bova Ford, Vriti Nikunjkumar Doshi, Olyvia Kennedy, Guiyin Mcvay, Alma Pekerti, Sarah Spagnolo

October 27, 2024



Introduction

This memorandum outlines a strategic campaign plan that is focused on increasing awareness and providing resources for nutrition and healthy eating habits for students at George Mason University. The campaign will utilize popular social media platforms among Mason students, such as Instagram, TikTok, and Pinterest to promote budget-friendly recipes, educational content about nutrition, as well as on-campus resources available.

The Problem

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.

Target Audience

This campaign aims to have the primary audience of full-time, off-campus students, especially those who will do their own groceries and prepare most of their meals. Furthermore, a secondary target audience can be identified as anyone who is interested in learning how to make easy and affordable nutrient-dense meals.

Research

This campaign is based on the following key facts, drawn from our team's secondary research, as well as our primary research survey of 85 responses.

1. Our survey revealed that the two most common factors that impact eating habits are cost and time. Respectively, 41% of responses cite "cost" as a factor that impacts their diet, and 29% of responses cite "time" as an impacting factor.
2. According to our survey, 56% of students are eating at home after grocery shopping for themselves, making their own nutritional choices and food accessibility the main factor in their eating habits.
3. Our survey revealed that 55% of our participants would like to see *accessible recipes* as a nutritional resource to take advantage of.
4. From the informal research we conducted, 41% of our participants are not aware of nutritional resources our college offers. We found that over 60% say that if they were given access to a dietitian, they would not use it.
5. Students with low access to healthy and nutritious foods are 43% less likely to graduate from college. The lack of nutritious food negatively impacts the physical, mental, and social health of students, which lowers their ability to excel in class, contributing to lower attendance and graduation rates.
6. Young adults have a lack of skills in planning, shopping, preparation and cooking of healthy foods. While these skills have been shown to decrease negative eating habits, the process of learning and practicing these skills require additional time and costs, which is often a burden to the overbearing schedules of a college student.
7. According to a paper published in the National Institute of Health (NIH), engaging students in interactive workshops, such as a visit to a supermarket, has been shown to improve their understanding and application of healthy eating habits.

Guiding Strategy/Big Idea:

This campaign aims to help students at George Mason University understand that eating healthily does not have to be expensive, challenging, or time-consuming. This campaign will use

popular social media platforms to garner engagement with our educational content about nutrition as well as raise awareness about nutritional resources on campus.

- *"#PatriotPlates"*: an original, ownable, infectious slogan that can be used on social media when sharing healthy, budget-friendly recipes for college students to recreate and share. This hashtag is spreadable, as it can be used both by the campaign's social media accounts as well as student accounts who are sharing the meals they make.
- *Campus partnership:* by partnering with the Nutrition Department on George Mason's campus, we can gather recipes from experts and students that are nutritious and budget-friendly for the student body. Our campaign will compile these resources through a LinkTree posted on our Instagram bio.

Objective & Call to Action

Aim to get 60 Mason students to follow us on Instagram @patriotplates and take count of how many people are using our link tree to access nutritional resources in our Instagram bio.

Message Strategies:

Our message will feature 4 strategies that will incite students to consume and share our content. These are as follows:

1. *Budget friendly recipes:* by showing that college students can create affordable meals on a budget, we aim to promote individual health.
2. *Educational nutritional content*: informing students about nutritional choices that will benefit not only their physical health, but also their mental health and overall wellbeing.
3. *Shouting out the dieticians*: we look to partner with faculty within the Nutrition Department who can help our campaign and do a 'takeover', providing content about their role, where to find them on campus, and the knowledge they have regarding nutrition for college students.
4. *Myth Busting (Nutritional facts)*: By myth busting nutrition 'facts' seen on social media and commonly believed by young people, we aim to promote more informed nutrition habits.

Persuasive Strategies:

1. *Practical Value* – Not only will we spread awareness of resources that GMU students can take advantage of, we will also provide nutritional education and easy recipes for our audience to use in their daily lives.

2. *Law of the few* – Utilize influencers within the Mason student community (e.g., student-athletes) to promote the campaign.
3. *Self Interest* – Patriot Plates will provide information that will individually benefit our audience with knowledge of proper nutrition intake. Proper nutrition intake will make people feel healthier. Physically and mentally.
4. *Social Currency* – Cooking is not easy, and neither is knowing how to cook nutrition-dense meals. Using social currency, Patriot Plates will use social currency to get our audience to feel good when they are perceived to know how to cook using our guidelines and recipes.

Platforms identify what you will use to share your content and why. You must use at least four. Include Instagram and TikTok as most used by Mason students, but others too, YouTube, Snapchat, Pinterest, Twitter, Facebook ++

- *Instagram* – This is the main platform to reach Mason students. We will post engaging visuals which include infographics and short-form videos of recipe recreations. Using Instagram stories, we will further engage with our audience using the polling feature.
- *TikTok* – This platform will be used to create and post short-form content to show how our recipes are executed and other tips for healthy eating on campus.
- *Twitter (X)* – By using Twitter's short form content format, we will create content that busts nutritional myths– a series using the hashtag '#NutritionMyth'
- *Pinterest* – Will be used to create a 'board' containing links to recipes that are nutritious and budget friendly for college students. The link to this board will be available in the Linktree.

Hashtag/slogan/tagline

Several hashtags will be used throughout the content we post on this campaign. They are as follows:

1. #PatriotPlates – This will be used on content that relates to affordable, easy, and nutritious recipes that we plan to recreate.
2. #FoodForThought – This will be used on content that promotes nutritious choices that benefit student activity.
3. #NutritionMyth – This will be used on content that educates our audience about preconceived notions about nutrition that may be false.

Content/Tactics:

Patriot Plates will create a variety of content to drive this campaign. This will range from educational infographics, to engaging short-form videos showcasing recipes.

- 8 pieces of visual content
- 6 video shorts

- 6 infographics
- 1 LinkedIn article
- 1 Link Tree compiling links –

Schedule

Patriot Plates will launch on November 1st, 2024, ending on November 22nd, 2024, giving it three full weeks for the campaign to run. The full rundown of the schedule can be found in the content calendar. Within that time frame, content will be made weekly and will be posted daily. Results and measurables from this campaign will be collected and evaluated within one week after it ends, to compare it against our objectives to determine if our campaign was successful.