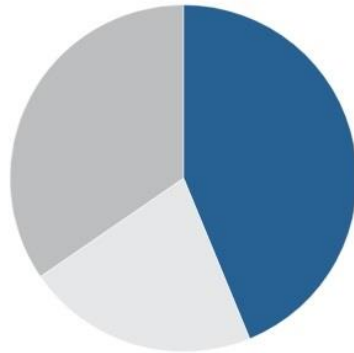


# Project Food Enlightened

Nutrition Campaign 2018

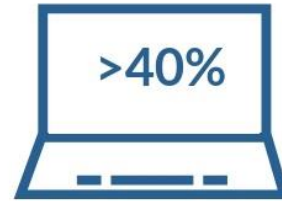


## Social Media Use Ages 25-35



● Facebook 81 ● Twitter 40 ● Instagram 64

## Online Nutrition Information



Over 40% of adults ages 25-35 use the internet as a source of nutrition information.



48%



40%



## 75% do not know how to spot fake information Our Goal: provide the skills to identify fear mongering



### Launch website providing videos, handouts, and how-tos

- \* Produce content to assist in identifying fear mongering information
- \* Provide interactive experiences to encourage the conversation around fear mongering
- \* Produce hands-on experiences to assist with putting these skills into practice



Support the campaign goals through social media outlets



### INSTAGRAM RETENTION RATE:

# 75%

- 2 posts per day
- 1 Instagram story per day
- 2 promoted posts per week

### TWITTER ACTIVITY

# 15

Tweets per day

- 7 Retweets per day
- 1 Twitter Chat per week
- 2 promoted tweets per week



### FACEBOOK GROWTH

# 25%

- 1 post per day
- 2 Facebook Live events per month
- 1 promoted post per week

per month

