

Learning from Taylor, Kanye, and Nike

Social Media for Awareness and Customer Service



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@geanuracos

NEW ECONOMY CAMPAIGNS

facebook[®]



twitter



Instagram

Poll #1

- Are you using social media for your work with Calfresh?
- Facebook
- Twitter
- Instagram
- All of the above
- We don't use social media

Brand values and social style guides

- Goals
- Brand values and descriptors
- Audiences
- Strategies (types of content and engagement style)
- Tactics (which platforms, advertising, contests)
- Tone and voice
- Content to emphasize and avoid
- Metrics and evaluation

Content Marketing ideas:



- Recipes
- Farmer's markets
- Nonprofit partners
- Food banks
- Shopping strategies
- Featured retail partners



Marc Lloyd @marclloyd1

@jamieoliver these are delicious. Snack? I have nearly finished the lot :) #JamiesSuperFood



29



77



Jamie Oliver retweeted



JamieOliver.com @JamieOliverCom · Sep 15

#TacoTuesday has to be @jamieoliver fish tacos + kiwi, lime & chilli salsa jamieol.com/hhy #JamiesSuperFood



80



247





← ↻ 42 ★ 99 ⋮



Whole Foods Market @WholeFoods · Sep 19

Veggies... They're what's for breakfast! Try these recipes to get them on your morning plate: bit.ly/1PdGaJA



← ↻ 44 ★ 71 ⋮



Whole Foods Market @WholeFoods · Sep 19

Our very own Brewmaster shares his top picks for Oktoberfest-style beers: bit.ly/1OGubGj #Cheers4Beers



40 102



Whole Foods Market @WholeFoods · 13h

A delicious way to start your day...
Cinnamon-Roasted Pear Smoothie: bit.ly/1Qrhde6



52 110



Whole Foods Market @WholeFoods · 14h

promoted by Verizon

- #FontSunday
- #metkids
- #CWNYC
- #SocialBoom15
- #AngryAboutClimateChange
- #HIDC
- #IFBC
- #AZA2015
- #DefendEnviroOrgs
- #ThinkBIGSundayWithMarsha

/1K5r8V7



17



22



Walmart @Walmart · Sep 12

Nachos FTW! Check out this twist on nachos & share a photo of your best Game Time recipe in the [#walmartMVPcontest](#)



11



25



Walmart @Walmart · Sep 11

.@SJP rocks [#TheJordacheLook](#)! Get the [@JordacheJeans](#) women's collection, only at Walmart. bit.ly/1KcD3Sd

Customer Service goals:



- Be positive and polite
- Be direct
- Be quick
- Be empathetic
- If you can't solve the problem, admit it and refer to someone who can
- Follow up

Poll #2

- Have you ever addressed a customer service complaint or issue using social media?
- Facebook
- Twitter
- Instagram
- All of the above
- We don't use social media

with us at [bit.ly/feedback12015](#) incl. store loc. -Sue



[View conversation](#)



S.P.E.N.C.E @Spencetology · 2h

Apparently, there's some nationwide egg white shortage. Five separate trips to @Walmart, denied five times!



Walmart @Walmart · 33m

@Spencetology Oh no! We are sorry to hear this. Were you able to speak with a manager to find out when more were expected in? -Sue

9:08 PM - 20 Sep 2015 · [Details](#)



[Hide conversation](#)

Tweets

Tweets & replies

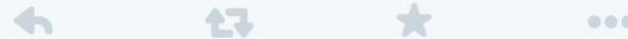
Photos & videos

View 1 new Tweet



NY Savvy @NY_Savvy · 16m

@Walmart pissed, brought almond butter. Go to use it today and this is what I find after I unscrew the lid. #wtf



Walmart @Walmart · 11m

@NY_Savvy We are sorry to see that! We take food safety seriously. Will you be able to return it to the store for a refund or exchange? -Sue

9:27 PM - 20 Sep 2015 · Details




 Rick Cole and 2 others follow



Ellen Vollinger @emv52 · Sep 16

#CalFresh gets @USDA grant 1.usa.gov/1Kr5pZ3 @Jess_Bartholow @LeoOfarrell @csend @CAFB

  2  1 

 LA2050 follows



Charis Hill @forestfirebears · Sep 11

@MFMSac I'm still waiting for your ever "coming soon" #calfresh #ebt program. Hungry poor people are waiting #midtownsac

11:45 PM - 11 Sep 2015 · Details

Reply to @forestfirebears @MFMSac



viva_la_topknot
The House

FOLLOW

32 likes

6w

viva_la_topknot Pretty food we oggled and did buy yesterday. AND COREY, I BOUGHT STEEL CUT, NON I INSTANT OATS. Now we wait until my CalFresh card gets some more credit on it, haha. 🌱🥬🍎 #food #shopping #instagram #photos #topknot #obesetobeast #obesetobeastarmy #weightloss #fruit #vegetables #grains #oatmeal #oats #teamoats #greenfood #haul #calfresh #foodstamps #walmart #lucky

89monstermade Looks yummy

80diet20sweat Steel cut oats are pretty much the only oats I like. And I really like them. If you have a whole foods near you, they sell them in bulk for like \$1.29 a pound. It's the cheapest place I've found to get non instant steel cut.

Log in to like or comment.





lacienegafarmers...
La Cienega Farme...

[FOLLOW](#)

35 likes

6w

lacienegafarmersmkt Sign up for #CALFRESH benefits at #lacienegafarmersmarket. #eathealthy #eatclean #eatrealfood #sustainablefood #farmersmarkets #FarmMktWk #community #healthykids #healthyfamilies #cagrown #snap #calfreshawareness #marketmatch #healthcare

dannyganem Super nice!

greensocialliving Sustainable!

vivicardinali ✓

todoverde Very cool

Log in to like or comment.

...



kaiser_so_bay_fa...
MNP Farmers' Mar...

FOLLOW

23 likes

6w

kaiser_so_bay_farmers_mkt "Knowing where my family's food comes from"-Ruby on why she supports the MNP farmers market at Kaiser So Bay. #moretomarket #ilovefarmersmarkets #farmmktwk #healthyfood #healthyfamily #healthykids #eatclean #eatlocal #localfood #cagrown #localeats #localeconomy #familyfarm #kaiserfarmersmarket #kaiserpermanente #kpthrive #MarketMatch #healthychoices #healthcare #kidsofinstagram #southbay @marketmatch #calfresh #farmtotable

Log in to like or comment.





tortoisesh3ll
Arcata's Farmer's ...

FOLLOW

childhoodgames, denisedaylight, wild_jolteon, em.jn and dakoteeeers like this

tortoisesh3ll Shout out to #calfresh for partnering with farmers markets and allowing @piltovian and my broke asses to eat fresh and #local food on occasion 🍷🍷

Log in to like or comment.





ackza770

FOLLOW

13 likes

6d

ackza770 healthy junk food ...I got all this food \$40 worth free today all tha is to the state of California Thanks illuminati for my #calfresh card I love #EBT aka #foodstamps if your in San Diego and need help with this I got mine in three days from signing up and they gave it to me In person go sign up it's on 10th ave downtown between B and C next door to the men's law center

ackza770 I want to donate somehow to the people in Donetsk and lugansk I feel like they might not be starving anymore eel who else is nowadays? What regions of the world seriously need food aid? I can help Gove rides to peopie on San Diego who need a ride downtown to the ebt office aka calfresh family resource office

julianhosp Pretty cool :)

Log in to like or comment.





ladymichelleonair
Inglewood Certifie...

FOLLOW

24 likes

3d

ladymichelleonair Momma's Baby Came Out To Enjoy The Farmer's Market Festivities! Work And Family At The Same Time Makes A GREAT Combo! Good Music, Good Times! #AcceleratedRadio #Radio #Broadcasting #InglewoodFarmersMarket #FarmersMarket #SJLI #BuildsomethingBIG #BSB #CalFresh #MarketMatch #LearnGrowChange #CityOfChamps #Inglewood #California #Cali #Success #Succeed #Organic #Fun #Music #GoodTimes

Log in to like or comment.

