



CAMPAIGN GUIDE

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SNAP-Ed
C L E M S O N
YOUTH LEARNING INSTITUTE



The Clemson Youth Learning Institute

RETHINK YOUR DRINK CAMPAIGN

The Clemson University Youth Learning Institute SNAP-Ed program is initiating a four-week digital **Rethink Your Drink** (RYD) social media campaign. The goal of the RYD campaign is to pilot a consistent social media campaign to encourage South Carolinians who participate in SNAP-Ed programs to drink more water and reduce sugar-sweetened beverage consumption over the hot summer.

WHY THIS CAMPAIGN?

Most children and adults consume too much added sugars each day. According to the American Heart Association, sugar-sweetened beverages like soda and energy/sports drinks are the number one source of added sugars in our diet. Frequently drinking sugar-sweetened beverages is associated with obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, cavities, and gout.¹

One study showed that there were higher odds of in-store sugar-sweetened beverage marketing during SNAP benefit issuance days compared with other days of the month. In turn, this creates disparities in the diet quality of households participating in SNAP benefits (Moran, et al., 2018).²

1. <https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html/>

2. <https://pubmed.ncbi.nlm.nih.gov/29776786/>

A social media campaign like Rethink Your Drink can support South Carolinians who participate in SNAP-Ed programs to make healthy lifestyle changes such as choosing more water and less sugary drinks.

CAMPAIGN OBJECTIVES:

- Pilot a consistent initiative to educate South Carolinians about healthy drink options and to shift consumption towards healthier, more affordable beverages.
- Create the link between consumption of sugar-sweetened drinks and health risks.
- Educate South Carolinians about the opportunities to reduce obesity and chronic disease through changes to beverage choices.

WHAT'S IN THE TOOLKIT?

These promotional tools were designed to complement the nutrition education work that you are already doing in your community. In this toolkit, you'll find the following tools to make your social media campaign a success:

- Customizable social media posts promoting food and nutrition programs
- Customizable flyers promoting the campaign and the Rethink Your Drink landing page
- Sample drop-in newsletter
- Campaign evaluation tracking log

"Sugar-sweetened beverages like soda and energy/sports drinks are the #1 SOURCE of added sugars in our diet."





"Most Americans consume nearly 20 teaspoons of added sugars each day. That's more than **TRIPLE** the recommended daily limit for women and **DOUBLE** for men!"

PROMOTION AND OUTREACH

To have a successful campaign, you'll want to generate awareness and enthusiasm through effective promotion and outreach. The items available for use are flyers, social media posts, and a drop-in newsletter article. These files will be made available electronically for ease of copying and customization. Social media posts can be used before, during, and after the campaign to build awareness and connect community members to local resources.

FACEBOOK ENGAGEMENT

To maximize existing channels and opportunities, and to honor the finding that messages be conveyed through trusted, local organizations, it is important that this campaign utilize the simplest and most adaptable mediums common to most partners and the communities they serve. To that end, this campaign focuses on utilizing Facebook as the **primary** platform to promote the **ReThink Your Drink** Campaign.

PLATFORM TIPS FOR THIS CAMPAIGN

- **Facebook** • Best traffic: 1:00 - 4:00 p.m.
- Status updates with web links, images, text, video
- Generate "groups" and engage members
- Good for adults, ages 30+



Join the Movement [Here](#) & Take the Pledge!

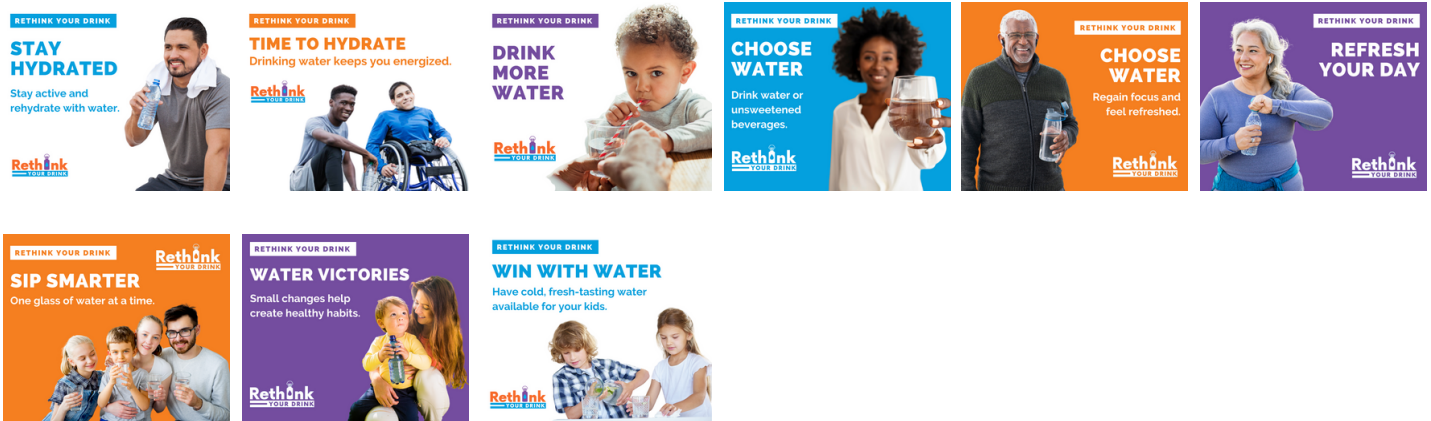
SOCIAL MEDIA POSTS

There are:

- 9 English social media posts
- 3 English social media videos
- 2 Spanish social media posts
- 3 Spanish social media videos

These sample posts and videos are meant to promote key messages for this campaign. A social media post template has been created that will facilitate the posting process.

POSTS



VIDEOS



[DOWNLOAD ENGLISH SOCIAL MEDIA POST & VIDEOS HERE](#)

POSTS



VIDEOS



[DOWNLOAD SPANISH SOCIAL MEDIA POST & VIDEOS HERE](#)

SOCIAL MEDIA POST TEMPLATE

The Social Media Post Template will help you share your messages and drive the campaign promotion. It will include sample social posts, videos, captions, calls to action, and hashtags for promoting [Rethink Your Drink](#) on your social media channels.



[DOWNLOAD TEMPLATE DOCUMENT HERE](#)

FLYERS

Colorful, image-driven promotional pieces are provided in both English and Spanish. These 11in x 17in flyers aim to increase awareness about the implications of drink choices and promote healthy beverage consumption. There are two sets of flyers. The fillable (customizable) PDF flyers can be customized according to the event information and contact information. The other set of flyers already contain healthy messaging. The QR code directs the audience to more information about the campaign. These flyers may be shared via social media or printed and distributed directly to your partners.

ENGLISH



CUSTOMIZABLE



SPANISH



CUSTOMIZABLE



[DOWNLOAD FLYERS HERE](#)

NEWSLETTER ARTICLE

Written and designed content that can easily be dropped into partner/contractor websites, newsletters, community papers, or other mass distributed pieces.

NEWSLETTER ARTICLE BELOW:

Learn how to reduce sugar intake and improve overall health this summer by participating in the Clemson University Youth Learning Institute's Rethink Your Drink (RYD) social media campaign! The goal of the RYD campaign is to pilot a consistent initiative to educate South Carolinians about healthy drink options and to shift consumption towards healthier, more affordable beverages, like water. The campaign also aims to create a link between the consumption of sugar-sweetened drinks and health risks.

Sugar-sweetened beverages (SSBs) are beverages with added sugar. These drinks include soda, juice, and fruit drinks, sweetened teas or coffees, flavored waters, chocolate milk, and sports and energy drinks. According to the Centers for Disease Control and Prevention, the consumption of SSBs is a major driver of the obesity epidemic. Sugary drink consumption is also a risk factor for a host of other chronic conditions, including type 2 diabetes, heart disease, and tooth decay.

Over the past decade, per capita intake of calories from SSBs has increased by nearly 30% nationally, partly due to marketing strategies targeted to children and adolescents. In addition, studies found that individuals with a higher intake of SSBs have a greater risk of developing type 2 diabetes

In South Carolina alone, approximately 504,000 people, or 13% of the adult population, have been diagnosed with diabetes. An additional 123,000 people in South Carolina have diabetes and don't know it, greatly increasing their health risk.

To combat this, Clemson University Youth Learning Institute's SNAP-Ed program will be promoting the six-week Rethink Your Drink digital campaign. This campaign includes measures to educate residents on how to read labels for the amount of sugar in beverages and how to make healthier drinks with water, fresh fruit, and herbs.

Water consumption is crucial in staying hydrated and feeling refreshed. Clemson University's RYD social media initiative will serve as a reminder to eliminate unnecessary sugars and build healthier habits.

Below are tips on making smart beverage choices:

- Choose water, seltzer water, or unflavored skim, or 1% milk.
- For a quick, easy, and inexpensive thirst-quencher, carry a water bottle and refill it throughout the day.
- Serve water with meals.
- Don't "stock the fridge" with sugar-sweetened beverages. Instead, keep a jug or bottles of cold water in the fridge.
- Make water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- Add a splash of 100% fruit juice to plain sparkling water for a refreshing, low-calorie drink.

Be a role model for your friends and family by choosing healthy, low-calorie beverages.

For more information on the initiative, click here:

<http://clemsonsnaped.com/rethink-your-drink-campaign/>

[DOWNLOAD NEWSLETTER TEMPLATE HERE](#)

CAMPAIGN EVALUATION TRACKING LOG

Instructions: Please complete this activity log for the month of September 2021 to track all social media posts, RYD flyer distribution, and article posts.

Please fill **Table 1** to track all social media posts on Facebook. This will track the **date** of the post, the **topic of the post**, reach and **engagement** from Facebook analytics, and in which **language** the post was shared. Please note the definitions of reach and engagement:

- **Reach:** The number of people who have seen your post in their timelines. For boosted posts (Facebook Ads), you will be shown the reach as organic and paid. Please enter the total reach per post.
- **Engagement:** This is calculated based on the number of likes, comments, shares, and clicks your posts are generating.

Please fill **Table 2** to track RYD flyers distributed both digitally and printed, as well as article posts on websites, blog posts, e-newsletters, etc.

Please also share your **Agency or Organization's Name** on the appropriate lines below.

TO SUBMIT DATA, PLEASE ENTER DATA INTO YOUR ORGANIZATION'S UNIQUE LINK.

Please submit complete data collected by **October 2, 2021**.

Table 1: RYD Facebook Social Media Posts

EXAMPLE

Agency or Organization Name: _____

Table 1. Please enter the **date of distribution**, the **topic of the post**, **reach**, **engagement**, and in which **language** the post was shared. Add one post per line.

#	Date	Social Media Post Topic <i>*Add one post per line from table</i>	Reach <i>(Enter number)</i>	Engagement <i>(Enter number)</i>	Language <i>(English, Spanish)</i>
	8/18/21				Spanish
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Social Media Posts Topics:
<i>Please use topics for reporting in table to the left.</i>
1. Week 1: Why Water?!
2. Week 1: Video
3. Week 1: Did you know sugary drinks...?
4. Week 2: Healthy People 2030
5. Week 2: Video
6. Week 2: Water bottle
7. Week 3: Tips to stay hydrated
8. Week 3: Want to help your family develop healthier eating habits?
9. Week 3: What are sugar drinks?
10. Week 4: Health Problems
11. Week 4: Video
12. Week 4: Infused Water

Estimated # of Facebook Account Followers: _____

CAMPAIGN EVALUATION TRACKING LOG

EXAMPLE

Table 2: RYD Article and Flyer Posts

Agency or Organization Name: _____

Table 2. Please enter the **date of distribution**, **type of material provided**, **distribution type**, the **# of people** to whom you sent materials, and in which **language(s)** they were distributed. Enter one material per line.

#	Date	Type of Material: (1) Printed flyer, (2) Digital flyer, (3) Newsletter	Distribution type (Email, Newsletter, Direct Mail, Text message, social media, Other (please describe))	# of people to whom you sent materials For online newsletters, write estimated reach	Language(s) (English, Spanish)
EX	08/03/21	Digital flyer	Email	24	Spanish
1					
2					
3					
4					
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8					
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NEXT STEPS

THANK YOU FOR PARTICIPATING IN THE RETHINK YOUR DRINK CAMPAIGN! THE FOLLOWING NEXT STEPS ARE ENCOURAGED BUT OPTIONAL.

AFTER RETHINK YOUR DRINK CAMPAIGN:

- Post, share, and send your photos, quotes, and success stories to your social media platforms and send them to **SNAP-Ed Clemson** to get featured!
- Review community, partner, and internal staff feedback.
- Create a unique event page with photos, resources, etc.
- Expand the campaign's exposure by sharing this resource with colleagues in other states.
- Re-purpose the content in other projects.
- Strike up a conversation/challenge/contest on social media.
- Share content with other agencies to use as an example to include in their presentations.
- Create a social media "community" to develop actionable items to further the spread of the campaign's messages.
- Create a promo video using content from the event.
- Host a post-event vlog/blog/podcast.
- Commission local social media influencers, champion businesses, organizations, and residents, etc. to spread the message on their social media platforms.
- Showcase quotes and photos of sponsors and special guests (such as local officials) on your website.





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