

SNAP4CT.org: An Online Nutrition Education Platform for CT SNAP Recipients

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448,981

YouTube Channel

Logo design for

Spring 2014

website launch in

Google analytics



ABSTRACT

To address the nutrition education needs of almost 400,000 CT residents receiving SNAP benefits (CT DSS, 2018), Husky Nutrition developed SNAP4CT.org in 2014. The online platform includes a website and social media accounts (Facebook, Twitter, Instagram, and YouTube) featuring budget-friendly recipes; healthy living tips and videos; a monthly eNewsletter and blog; interactive maps to locate farmers markets that double SNAP/EBT benefits; as well as, access to registered dietitians through an online "Ask a Nutritionist" form.

Of SNAP recipients estimated to have internet access, 85% reported using the internet daily. Google Adwords and SEO techniques are effective marketing strategies that increase search engine positioning and target the SNAP population online. Likewise, Facebook Advertising/Boosts display health messaging to visitors in the zip codes with the highest number of SNAP recipients, increasing visibility in that audience.

In 2018, 448,981 online interactions occurred with visitors from 165 of CT's 169 towns and over 1,000 individuals subscribed to the eNewsletter. The SNAP4CT.org platform has exhibited consistent growth year-to-year and represents a cost-effective means of delivering nutrition information to SNAP recipients.

Initial website development Facebook page

2016



- Grocery Store Tour Videos
- Live-streaming Grocery Store Tours
- Content from vetted sources



Instagram, Pinterest

- Hired a RDN with social media/marketing skills
- SEO and online marketing
- Rebranded with new logo

SNAP4CT8

Eat well. Spend less.

2019

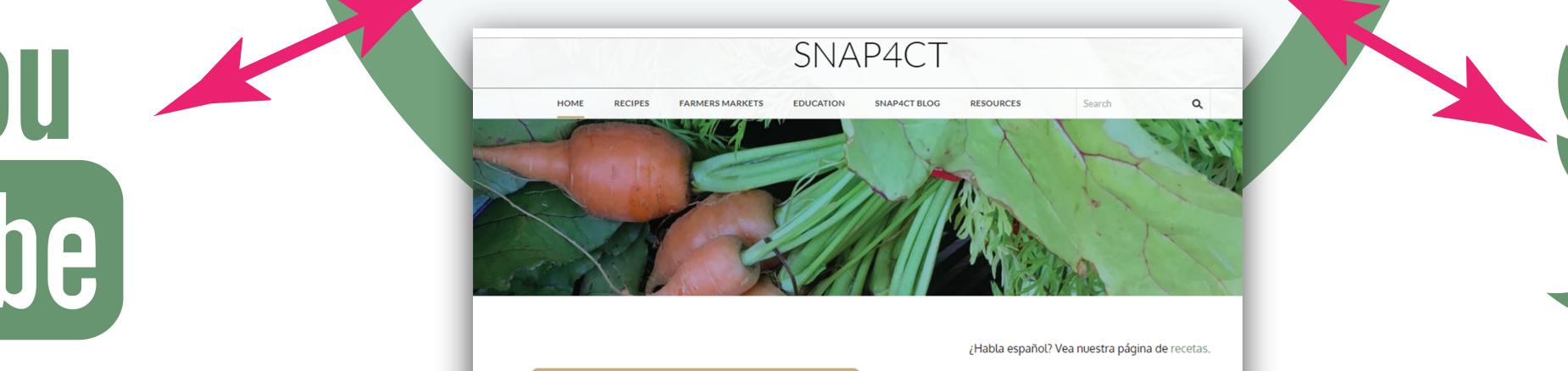
- Continued focus on growing community engagement
- Developing more social media campaigns



WEBSITE

Features

- Searchable Recipes
- Healthy Living Tips & Videos
- "Ask a Nutritionist" Button
- SNAP4CT Blog
- eNewsletter Subscription & Free Cookbook
- Interactive Farmers Market Map
- Events Calendar
- CT Dept of Social Services Locations













LESSONS LEARNED

- A small advertising budget is vital for growth on platforms like Facebook and Instagram.
- Search engine optimization and Google Ads can help web traffic grow steadily.
- Short video content greatly increases exposure on social media.
- Recipes are a popular way to deliver healthy eating content.
- A "give-away" (i.e. a free cookbook) is essential for increasing eNewsletter subscribers.
- Sharing, tagging and promoting community partners with the same audience is a win/win allowing for less content creation and more exposure.

Some of our community partners:















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