Food, Nutrition, and Health Media Report

Blogs & Newsletters
- Cover a variety of food, nutrition, and health related topics that are timely, trusted, relevant, and innovative.
- HTTP://FOOD.UNL.EDU/FNH/NEWSLETTERS-BLOGS

Social Media
- Outlets include Facebook, Twitter, Pinterest, Instagram, and LinkedIn.
- HTTP://FOOD.UNL.EDU/CONNECT-US

Food Website
- Continuously updated, the website offers information on: Food, Nutrition & Fitness, Educational Resources, Food Safety & Preservation, Buy Fresh Buy Local Nebraska, and Youth/4-H.
- HTTP://FOOD.UNL.EDU

Mobile Applications
- Provide information on MyPlate, where food comes from, food safety, and healthier snacking.
- HTTP://FOOD.UNL.EDU/APPS

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FOOD.UNL.EDU
PAGEVIEWS
IN 2015

15,000+
LISTSERV
SUBSCRIBERS

13,000+
SOCIAL MEDIA
FOLLOWERS

20+
NATIONAL
PRESENTATIONS
& JOURNAL
ARTICLES
Nebraska Extension’s Food Team is comprised of specialists, educators and assistants statewide who provide educational programming on nutrition, food safety and physical activity. Extension’s resources are research-based and practical for use in people’s daily lives. Many of the Food Team’s resources are easy to connect with and share through its centralized website, social media, and apps.

Food Fun for Young Children: Helping parents and caregivers prepare healthy meals and snacks by sharing recipes, tips and ideas geared toward children ages 2 to 5.

Recently surveyed listserv subscribers (n=96) said:
- Content was helpful to very helpful (81%)
- Newsletters generated new programming ideas (57%)
- Recipes helped children try new foods (52%)
- Newsletters provided reliable and trusted information (68%)

Food Nutrition, & Health by the Month: Web-based food-themed calendar that provides resources for selected national food-themed days, weeks, and months.

Recently surveyed listserv subscribers (n=88) said:
- Shared information with others (82%)
- Used the calendar 1-3 times a month (77%)
- Content was helpful to very helpful (87%)
- Increased work efficiency and productivity (40%)

Save Time - Microwave It! This publication converted a traditional program to a Z-mag (digital magazine publishing program) to reach new and younger adult audiences.

Recently surveyed users (n=273) said they will:
- Follow all cooking instructions most of the time to always (94%)
- Check the package label for microwave cooking instructions most of the time to always (89%)
- Increase or decrease cooking times based on their microwave oven (89%)

Save Time - Microwave It User

“You look at many of the state’s Extension websites and still find yours to be the very best of all of them. You cover such a variety and depth...Thank you.” - Food Website User

“I love what you have created! [Our department] serves over 7000 employees daily. Internally, it gives our chefs additional ideas to help them create their weekly menus.” - Food Calendar Listserv Subscriber

“Your project is highly interactive, engaging & entertaining! Well done!” - Save Time: Microwave It Z-mag User

“The [newsletters] are great for families and people who work with kids. Very timely.” - Food Fun for Young Children Listserv Subscriber

2015 National Social Networking Award Winner National Extension Association of Family & Consumer Sciences

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