

Danielle Ferguson

Social Media Toolkit

Aimed at parents trying to implement healthy lifestyles for children

Incorporating a healthy lifestyle early on helps kids develop a sense of wellness and health! Every week there's going to be 3 suggestions and ideas for getting the kids involved in the kitchen and excited about fitness adventures! It's important to remember to start out slow and not overwhelm the kids with too many changes at once, so incorporate these suggestions slowly!

Hashtags & Messages:

#FunFoodFriday

#FamilyFitnessAdventure

#kidskitchen

Week 1:

1. Try having your kids help with dinner preparation one night this week. Kids get excited about eating things they've helped make! #kidskitchen
2. Help your kids learn to love exercise! Pick a day this week to take the dog for a long walk, and if you don't have a dog, borrow one from a friend! Bringing a pet along can make a long walk more exciting. #familyfitnessadventure
3. Sometimes getting kids to try new foods can be tricky. #FunFoodFriday can be a great way to introduce new foods while making it a fun theme that the kids will love! This week try different ways to implement avocado with things like guacamole or on top of scrambled eggs.

Week 2:

1. This week's #kidskitchen tip is to play the rainbow grocery store game! Bring the kids along to the grocery store and ask them to pick out 1 fruit or vegetable for every color of the rainbow. Incorporate these into the meals during the week and the kids will love recognizing that they helped pick these out!
2. Plan a weekend hike that ends with a healthy picnic. Some healthy foods to bring along could include hummus and chopped vegetables, cut up apples and peanut butter, trail

mix, and sandwiches with natural peanut butter, jelly, and whole wheat bread.
#FamilyFitnessAdventure

3. For #FunFoodFriday, let's give asparagus a try this week! Check out this awesome recipe to get you started. Entice the kids to try this new food by giving them the option to pick out next week's new food! <http://www.eatright.org/resource/food/planning-and-prep/recipes/roasted-spring-asparagus-recipe>

Week 3:

1. Kids love fruit snacks, we know that. However, sometimes they can be loaded with added sugars! Have the kids help you make these awesome homemade apple fruit leathers that are perfect for lunchboxes, after dinner treats, and picnics! #kidskitchen <http://www.eatright.org/resource/food/planning-and-prep/recipes/apple-pie-fruit-leather-recipe>
2. This week for the #familyfitnessadventure, let the kids choose what they want to do! Whether its bowling, playing soccer at a local park, or exploring a zoo for the day, the kids will love getting to choose how to get some exercise in.
3. If the kids tried the new food last week, this week they get to pick the new food for #funfoodfriday. Check out <http://www.eatright.org/resources/for-kids> for tons of fun recipes to try with their chosen new food!

Week 4:

1. For this week's #kidskitchen, let your children choose their favorite foods and have them help you make them for dinner. If its pizza, add some veggies on top, and if its spaghetti, mix in chopped vegetables to the sauce. Try and sell them on the idea of adding vegetables into their favorite meals.
2. Getting exercise in doesn't mean you always have to leave the house. For the #Familyfitnessadventure this week, try having a half hour dance party. Have the kids pick out their 5 favorite songs and get grooving together as a family!
3. For this week's #funfoodfriday have the kids try a green smoothie. Use flavorful fruits like bananas, pineapple, and mango with vegetables like cauliflower, kale, spinach, and avocado!

Social Media Graphics:



*Tell me and
I'll forget.
show me and
I may
remember.
Involve me
and I learn*

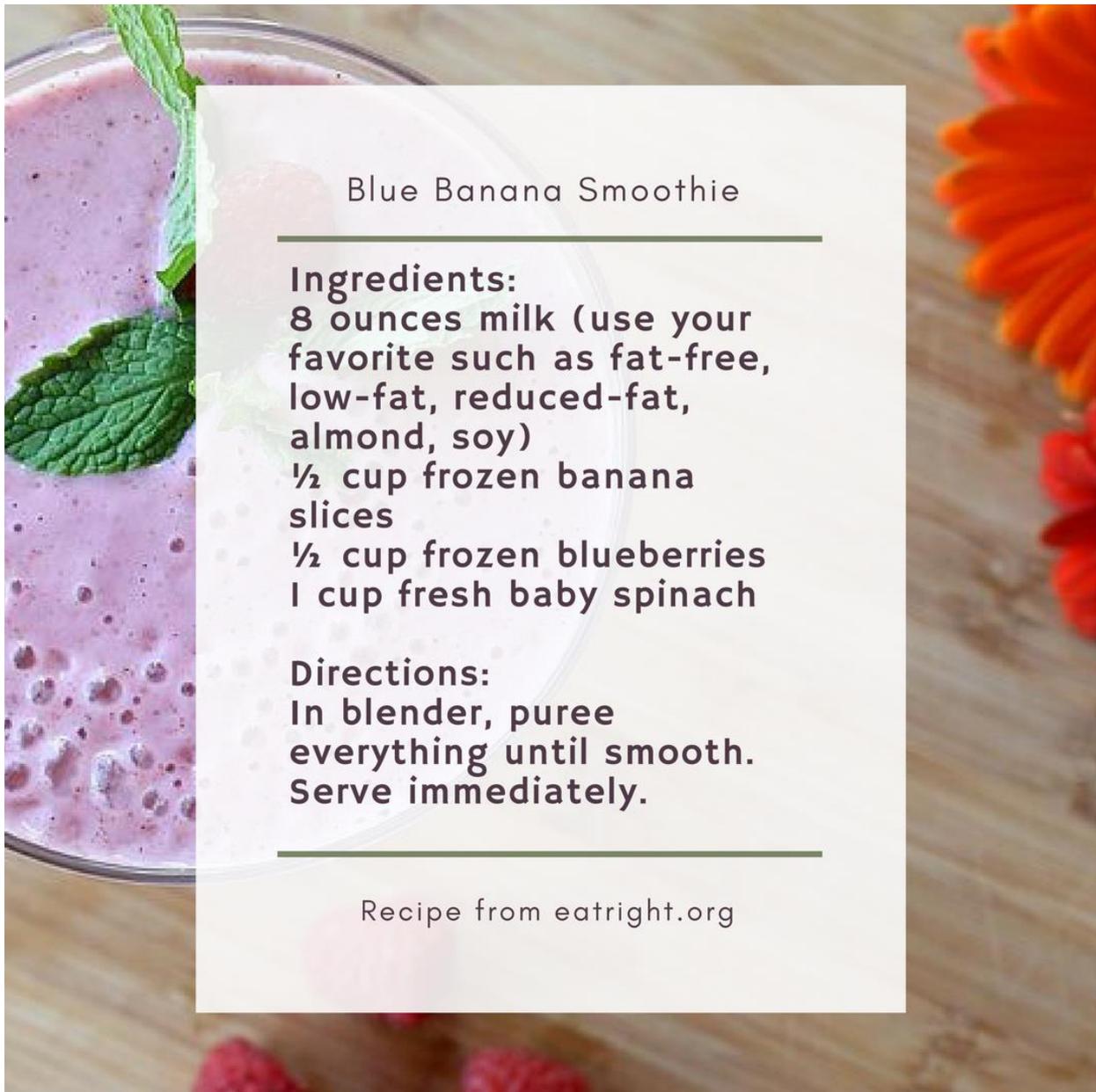
Benjamin Franklin



*Be your kids best
role model*



**#FAMILYFITNESSADVENTURE
#FUNFOODFRIDAYS
#KIDS KITCHEN**



Blue Banana Smoothie

Ingredients:

8 ounces milk (use your favorite such as fat-free, low-fat, reduced-fat, almond, soy)

½ cup frozen banana slices

½ cup frozen blueberries

1 cup fresh baby spinach

Directions:

In blender, puree everything until smooth. Serve immediately.

Recipe from eatright.org

Social Media Toolkit Goals:

Reach at least 20 parents with the initial launch

Have 45 likes on each of the graphics on Instagram

Obtain 10 RT on at least half of the tweets in the toolkit

Get positive or negative feedback through twitter or Instagram from at least 5 parents of what worked/didn't work