Become a VIDEO Rock Star

• Ryan Yarnell
  Executive Chef, Metro Nashville Public Schools

• Michelle Michaud
  Manager, Marketing & Communications
  Former Spokesperson for Metro Schools
Affiliation or Financial Disclosure

• Ryan Yarnell
  • Executive Chef, Metro Nashville Public Schools

• Michelle Michaud
  • Manager, Marketing & Communications
  • Former Spokesperson for Metro Schools

• Nothing to Disclose
You Want to Be a Video Rock Star

SMART PHONE

WINNING SMILE

CONTENT

VIDEO HACKS
You Want to Be a Video Rock Star

CONTENT
Why Video?
Training Can Be Tough
Metro Nashville Public Schools

- 500 square miles in the District
- 1000 employees
- 150 different feeding locations
- Zero budget to train
Using Social Media to help Train Staff

- **Twitter** @MNPSChefRyan
- **Instagram** @MNPSChefRyan
- **YouTube** – Unlisted channel for internal use
Social Media Advantages

- Create Community
- Communicate Quickly
- Communicate Accurately
- Illustrate Best Practices
Break it down

- District-wide “Shout Out”
- Consistent messaging
- Tell OUR story
Break it down

• Get and Send info NOW
• Use of #hashtag for following
• Echo Insta posts
• Polling
Ryan Yarnell
@MNPSChefRyan

Head Chef for MNPS, we feed approx. 92K healthy meals DAILY! You’ll see lunches straight from the cafeteria and new menu items I’m working on here!
Break it down

• A printed recipe has its limits
• Videos transcend language barriers
• Videos reduce interpretations
Drill Down
Correction & Clarifications

• Even the chef makes mistakes

• Easy to add a correction of hot holding temperatures sent from our registered dietitian.

• Get details right and get info out fast
Why Not

• Hard to manage/moderate audience
• Time consuming
Alyssa Jones Our pre-K kid came home declaring how much he loves salad at school. He said his teacher let him have TWO salads. 😊 (He has never voluntarily eaten salad at home .... 😢)

Like · Reply · Message · 18w · Edited

Metro Nashville Public Schools We LOVE when our students try something new and like it. Keep up the great work! Thanks for the feedback!!

Like · Reply · Commented on by Mich Michaud (?) · 18w

Amy Majors Lindelof If your kids don't like it, pack their lunches! The menu is posted for the whole month so it's not like it's a surprise what they serve each day. Most kids don't like to eat at school because they'd rather have fast food. My son had the wings today and he loved it.

Love · Reply · Message · 18w · Edited
Questions for Ryan?
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CONTENT
You Want to Be a Video Rock Star
Always use Landscape mode for video

Use “BEST” video mode

Switch between Selfie camera and front camera

Need Great Lighting

Quiet on the set!

Keep it short
Always use Landscape mode for video
Use "BEST" video mode
Switch back and forth between Selfie camera & front camera
Use great lighting
Questions for Michelle?
Let’s Practice
Stand up, Find a Partner, And Post to Social Media Now!
Evaluate This Session

Use the ANC App to evaluate the education sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank You!