Media Management

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Affiliation or Financial Disclosure

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Metro Nashville Public Schools Executive Chef
media management
Agenda

ABOUT MNPS

BEFORE CRISIS

DURING CRISIS
AFTER CRISIS

QUESTIONS

THE NEXT STEPS
MNPS feeds more than 86,000 students, 3,000 staff every school day.
MNPS serves more than 14 M meals per school year.
Social media unites families across a diverse, dynamic city.
Social media ignites families across a diverse, dynamic city.
Food gone bad goes **viral** instantly.
What happens next is easy to predict.
Media call; management want answers...FAST
Backup

Before Crisis
Before problems occur

- INCREASING SCHOOL NUTRITION EDUCATION
- IMPROVING FOOD SERVICE TRAINING
- DECREASING NEGATIVE SOCIAL & MEDIA ATTENTION
Before problems occur

- Increasing School Nutrition Education
- Improving Food Service Training
- Decreasing Negative Social & Media Attention
School nutrition education is every day.
Use social media to talk to your students & families every day.
Take them into your kitchens. Post about loved menu items. Encourage followers to give feedback.
Encourage students to return substandard food.
Social media nutrition education is really *social* listening
Safety tip: you will get awful comments. Moderate them.
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 ... 😞)

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

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.
Cecelia Ackerman Theobald My kindergartner came home last year and asked me if I thought I could make a really special treat he had at Sylvan Park Elementary - upon further questioning, it turned out to be ... mixed vegetables 😊. He now requests it every time we go to the grocery store. Guess I'd only been serving one veggie at a time!

Metro Nashville Public Schools haha... this is priceless!! 😍😍😍

Like · Reply · Commented on by Mich Michaud · 18w
I imagine it's hard trying to satisfy every palette, just like it's not easy to differentiate lessons for every learner in our classes. Thanks MNPS for your hardwork to feed our babies!

Metro Nashville Public Schools Team Nutrition is a hard working bunch of dedicated employees. They need our praise and our support! thanks for that!
Before/during Challenges

- INCREASING SCHOOL NUTRITION EDUCATION
- IMPROVING FOOD SERVICE TRAINING
- DECREASING AFRICAN-AMERICAN OUT-OF-SCHOOL SUSPENSIONS
It is up to Metro Council to fund. Stay ahead of this. Training is key.
Green biscuits served accidentally at McGavock High School

Posted by Kevin Trager and Marion Kirkpatrick
Posted Mar 14, 2018

I’m done eatin school food 😅

Social & Media Emergency

MNPS administrators are apologizing after several pictures of discolored biscuits served to students circulated on social media Tuesday.

The pictures, taken during breakfast at McGavock High School, show egg biscuit sandwiches with discolored and brownish bread.
Huddle up with Nutrition Services
Write a statement
Push it out to all social & media
Immediately
Moderate social
Follow up with staff
UPDATE: MNPS CONFIRMS MCGAVOCK HS SANDWICH MOLD; SCORES 98 ON NEW HEALTH INSPECTION

LIVE INTERVIEW

McGAVOCK

Eggs In Schools @eggsinschools - 10 Aug 2018
Have fun with #backtoschool staff training with our #EggsInSchools instructional and inspirational how-to videos on egg preparation. Each video gives a quick overview of the egg form and then easy step-by-step instructions! AEB.org/Schools/howto
After problems occur

- Increasing School Nutrition Education
- Improving Food Service Training
- Decreasing Negative Social & Media Attention
Social Objectives

- Social Media Listening/Engagement
- Nutrition Education Every Day
- Celebrate Your Successes On Line
- Admit When You’ve Done Something Wrong
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What Happens Next

- Identify Best Practices
- Editorial Calendar
- Social Listening
- Robust Program
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Editorial Calendar

Social Listening

Robust Program
Where To Go

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