

# Inspiring Behavior Change through SNAP-Ed Social Marketing



A spotlight on 2024 digital and traditional multichannel messaging

DELIVERED  
IN FIVE  
LANGUAGES

5

Arabic  
Burmese  
English  
Ojibwe  
Spanish

STREAMING TELEVISION

83 Counties

566,441 Reach

98.9% Video Completion Rate

## SOCIAL MEDIA

83 Counties

429,331 Facebook Reach

22,810 Pinterest Reach

522 Social Media

749,062 Instagram Reach

30,342 YouTube Reach

## BILLBOARDS

20 Counties

105 Billboards

4,865,606 Reach

## BUSES

5 Counties

604 Transit Posters

2,463,980 Reach

## DRIVING BILLBOARDS

10 Counties

4 Farmers Markets

24 Billboards

651,500 Impressions

## MOBILE DEVICES

28 Counties

3,142,004 Impressions

1,294,427 Reach

## WEBSITE

31,039 Impressions

7,071 Unique Reach

100% Engagement Score

## ON THE GROUND

40 Counties

### Locations Served:

Corner Stores  
Elementary, Middle, & High Schools  
Faith Based Organizations

Food Pantries  
Farmers Markets  
Grocery Stores  
Libraries  
Parks and Recreation Departments  
Senior Living Communities