

UConn Healthy Family CT SNAP-Ed Social Media



Goals:

- Provide fact-based food and nutrition information to help families make informed choices!
- Tailored nutrition messages, interactive education for all age groups.

Fiscal Year 2024

(Oct. 1, 2023 – Sept. 30, 2024)

Facebook:

21,867
Impressions

18,931
Reach



Bilingual content



Instagram:

16,274
Impressions

13,966
Reach



Budget friendly recipes



Healthy behaviors

