Objectives

- Learn to effectively manage and food safety issues in social media
- Explore how social media can extend the reach of food safety messages
- Provide an open forum for participants to ask questions and share experiences
Who We Are

IFIC Mission:
Effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.

IFIC Foundation Mission:
Effectively communicate science-based information on health, nutrition, and food safety for the public good.
Introductions

- Name
- Organization
- Biggest organizational success in social media for food safety communication

or goal for future use of social media
Tools

• Pre-step: Building your following.
• Step 1: Target.
• Step 2: Message.
• Step 3: Delivery.
• Step 4: Reach.
• Step 5: Track and Adjust.
Pre-step: Build

- Act the way you would act in a real life situation
- Never spam
- Build meaningful relationships
- Provide real value
Pre-step: Build

How do you provide value?

- Post Regularly
- Answer questions
- Share other interesting content
1. Target

- Who needs this information?
- Where are they on social media?
- How do they use different platforms?
- What other things are they interested in?
1. Target

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- Who needs this information?
- Where are they on social media?
- How do they use different platforms?
- **What other things are they interested in?**
2. Message

- Choose your major takeaway
- Include 2 secondary points
- Adapt that message to what your audience cares about
3. Delivery

- Blogs & articles
- Fast visuals
- Video or audio
- Live Q&A
- Interactive
4. Reach

- Use your current audience
- Run promotions to reach a new audience
- Use direct outreach to enlist advocates
5. Track and Adjust

• **Track**
  – How many people are seeing it?
  – Of those seeing it, how many engage with it?
  – What are the demographics of those engaging?

• **Adjust**
  – Are the right people targeted?
  – Are some messages more effective?
  – Are some posting times more effective?
  – Are some platforms more effective?
Case Study
Simulation Situation

• There’s been an outbreak of e. coli O157:H7, mostly among young children, in 4 states in the southwestern United States.

• The outbreak is not yet traced to a specific source.

• 103 people have been hospitalized to date.
Simulation Guidelines

- It is your job to develop
  - Target audiences
  - 3 key messages
  - Content plan
  - Promotion plan
  - Monitoring plan
Break

• Please return in 10 minutes.
Presentations

• Each team will present their plan for discussion
Personal Branding

- What’s the goal?
- What are the tools?
- How do you use them?

Why it matters...
Social Media tools have the tremendous power to put you in contact with thousands of people. In order to build your online brand you need to know all of the possibilities, as well as how all of your activities are working together. It is important to be consistent so that each part of your social media network is contributing positively to the brand you are trying to build.
Why do it?

- Your digital presence is your calling card.
- Connections in the digital space have real benefits.
- Your digital presence conveys legitimacy.
What are the tools?

- LinkedIn
- Portfolio / content managers
- Twitter
How do you use them?

• Identify what lights you up
• Show off your highlights
• Offer your expertise
• Make connections
Final Discussion