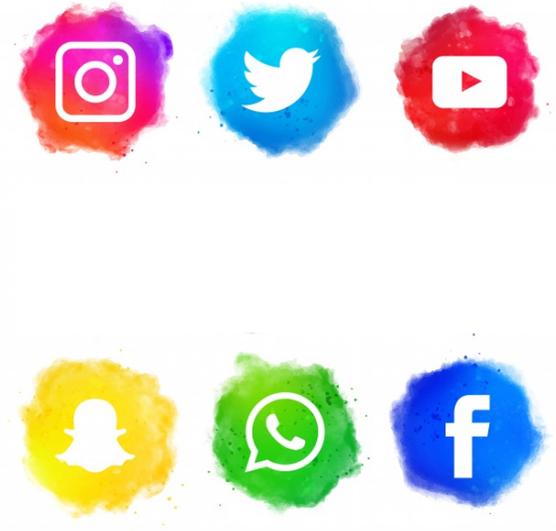


# Social Media Survival Course for Dietitians

Ginger Hultin December 12, 2017 | VN + DIFM Webinar

# Background and Disclosure

- Arivale
- Bastyr University Adjunct Faculty
- Vegetarian Nutrition DPG
- Academy Spokesperson
- My blog is Champagne Nutrition and I love to connect over social media!



# Objectives

## Identify

the benefits of being on social media for dietitians and our profession

## Describe

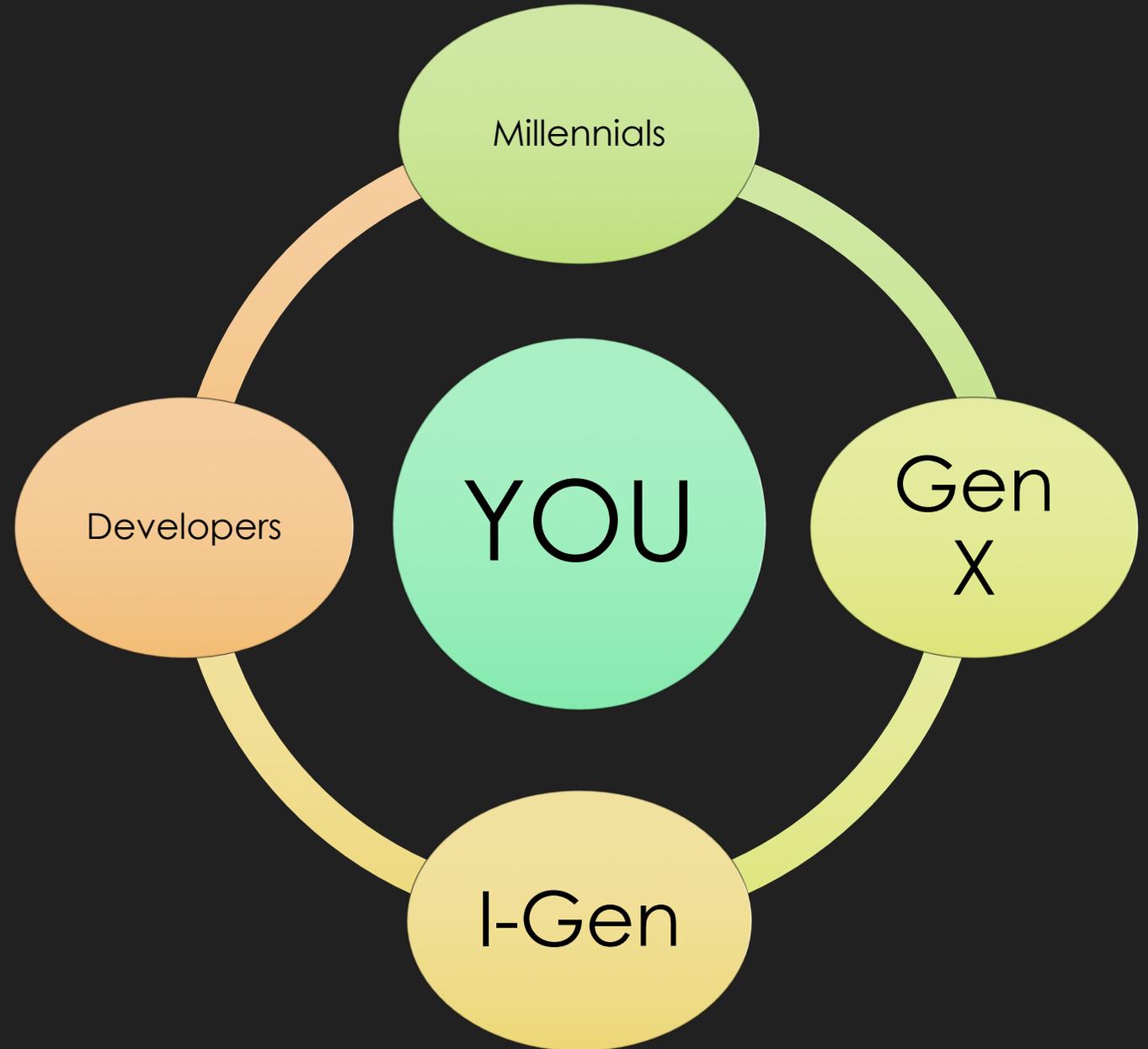
the different forms of social media and identify which may work best for you

## Specify

the first step you want to take to improve your social media strategy

# Who Owns Social Media?

*Adults 35 - 49 spend about 7 hours a week on social media compared with 6 hours for the group 18 - 34*



## **Why dietitians need to be on social**

- builds your brand
- get news and keep up with nutrition trends
- connect with other professionals
- build up our profession
- have a voice in the nutrition “noise”
- it is free
- It is fun

# Social Media Challenges



Overwhelming

What is the  
point?

Privacy

Uncomfortable  
with tech

Time

# Ethics and social media



We're all  
on the  
same team!!

# Ethics and Social Media

- Practice Paper: Social Media and the Dietetics Practitioner: Opportunities, Challenges and Best Practices
- Professional Civility Pledge



<http://foodandnutrition.org/professionalcivility/>



Feel like you don't have time to eat healthy? Have no idea how to lose weight? Want to feel good in your body but don't know where to start?

**You're in the right place.**

*Are you ready for a  
seriously healthy life?*

**START HERE**

**Doing it right: a case study**

# LinkedIn



Danielle Omar, MS, RDN • 2nd  
Integrative Dietitian and Corporate Wellness Speaker  
Danielle Omar Nutrition // Food Confidence • James Madison University  
Washington D.C. Metro Area • 500+

Pending

[Send InMail](#)

...

Danielle Omar lends her love of creating to some of the country's most highly recognized food and nutrition features in television, radio, web, and print media. A Registered Dietitian and seasoned Nutrition Consultant, you will often ...

# LinkedIn



Step 1

name, picture, current work,  
location, elevator pitch

Step 2

work, education and volunteer  
history

Step 3

skills, endorsements,  
certifications, honors/awards  
and recommendations

# Facebook: Professional Page

The image shows a screenshot of a Facebook Professional Page for Danielle Omar Nutrition. The page features a profile picture of Danielle Omar, a cover photo of her in a kitchen with a sign that says "Are you ready for a seriously healthy life?", and a navigation menu on the left. The main content area includes a "Write something on this Page..." prompt and a "Services" section for a "21 Day Group Clean Eating Program". The right sidebar shows engagement statistics and a "Health & Wellness Website" link.

**Profile Information:**  
Danielle Omar Nutrition ✓  
@FoodConfidence

**Navigation Menu:**  
Home  
Services  
Groups  
Shop  
Posts  
Events  
About  
Photos  
PINTEREST  
INSTAGRAM  
Community

**Cover Photo:**  
danielle omar  
Are you ready for a seriously healthy life?

**Interactions:**  
Liked | Following | Share | ...  
Learn More | Message

**Main Content:**  
Status | Photo/Video  
Write something on this Page...

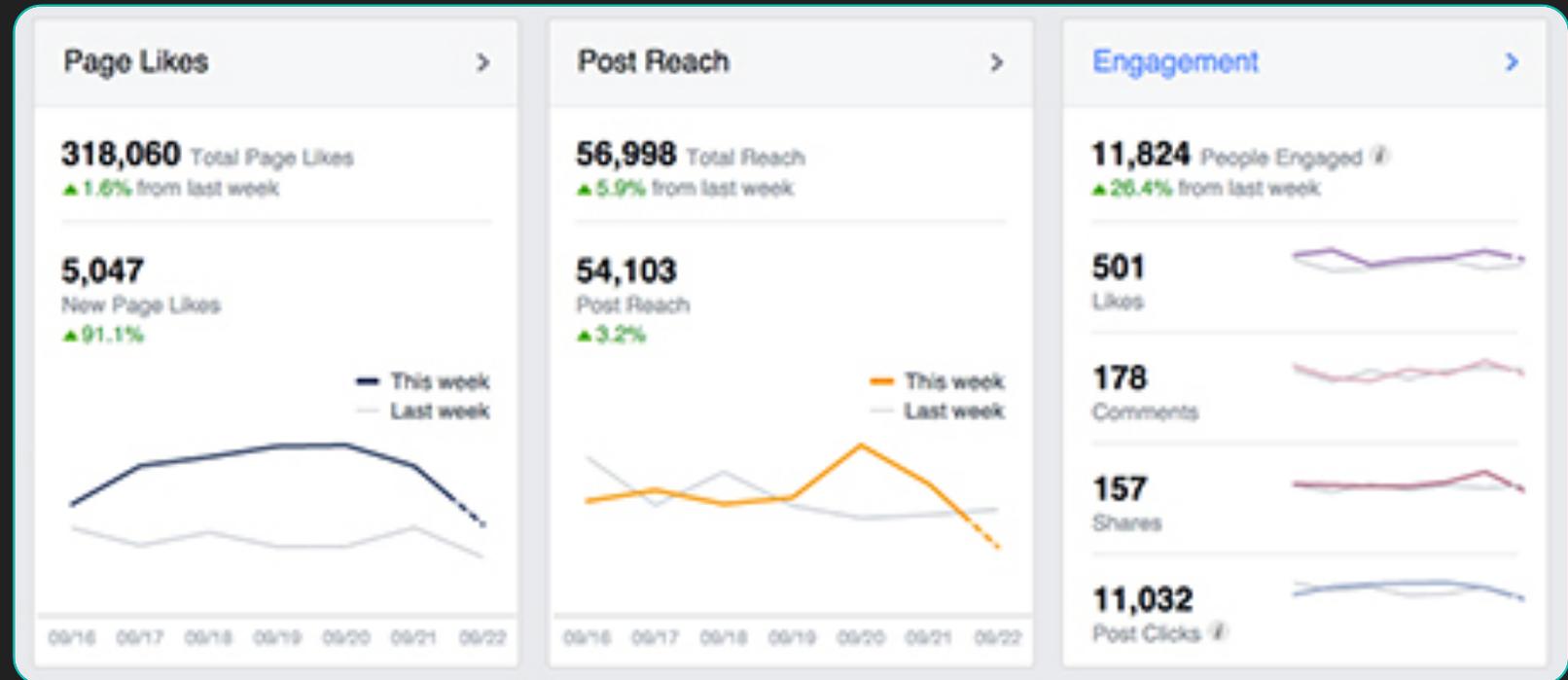
**Services:**  
nurish 1 DAYS CLEAN EAT  
21 Day Group Clean Eating Program  
Don't settle when it comes to feeling your best. Cr...  
\$127

**Right Sidebar:**  
Health & Wellness Website  
Community | See All  
Invite your friends to like this Page  
7,219 people like this  
7,221 people follow this  
Natalie Rizzo and 92 other friends like this  
Visit 2 groups by this Page.  
About | See All

[www.facebook.com/pages/create](http://www.facebook.com/pages/create)

# Creating a Professional Page

- Go to Create a Facebook Page Based on Your Profile.
- Click Get Started and follow the on-screen instructions.



# Facebook



## Step 1

open a professional page (not personal)

## Step 2

picture/background, location, type of business, website, about

## Step 3

post occasionally, share blog content, give nutrition tips, promote yourself



danielle omar

*Are you ready for a seriously healthy life?*

Tweets 30.8K Following 3,611 Followers 14.9K Likes 3,415 Lists 34 Following

**Danielle Omar MS RDN**  
@2eatwellIRD Follows you  
I motivate & inspire busy women to create a healthy life. Chair Elect @IntegrativeRDN Get Fearless in the Kitchen here: [foodconfidence.com/getfearless](http://foodconfidence.com/getfearless)

**Tweets** Tweets & replies Media

**Danielle Omar MS RDN** @2eatwellIRD · 19h  
What are prebiotics? And what do they do for you? Everything you need to know here! [buff.ly/2iOebvH](http://buff.ly/2iOebvH)

**Who to follow** · Refresh · View all

- Followed by LeeAnn Weintraub and others  
**Alina Bota** @AlinaBotaRD Follow
- Followed by Kelly Jones and others  
**Hillary Pride RD, LD** @eat... x

Twitter

# Tweet!



## 28 day summary with change over previous period

Tweets

51 ↑2.0%



Tweet impressions

27.9K ↓15.6%



Profile visits

1,057 ↓30.7%



Mentions

66 ↑20.0%



Followers

3,933 ↑50



**Analytics**  
[analytics.twitter.com](https://analytics.twitter.com)

# Twitter

1

Find a name no one else has

2

Upload a picture, background, location and about

3

Follow people with similar interests. Tweet 280 characters

4

Optimize by tagging people @ Use searchable hashtags #

# Building Community

OBSERVE others

FOLLOW people

TWEET original content

RETWEET others

JOIN the conversation

BE kind

- @eatrightPRO
- @eatright
- @Kidseatright
- @VNDPG
- @IntegrativeRDN
- @2eatwellRD
- @MaryPurdyHere
- @FoodNutriMag
- @GingerHultinRD
- @gratefulgrazer
- @marisamoore
- @RHarleyRD
- @TaylorWolframRD
- @ACPnutrition
- @AmyGorin
- @ErinPalinski
- @NourishNutriCo
- @MelissaJoyRD
- @ChrisVogliano
- @mckelhill
- #EatRight
- #RDChat
- #Dietitian
- #FNCE

# Instagram



danielleomar

Following

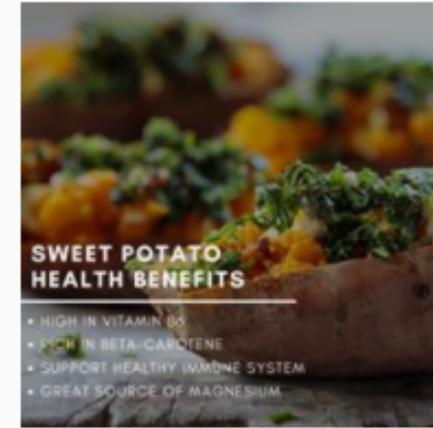


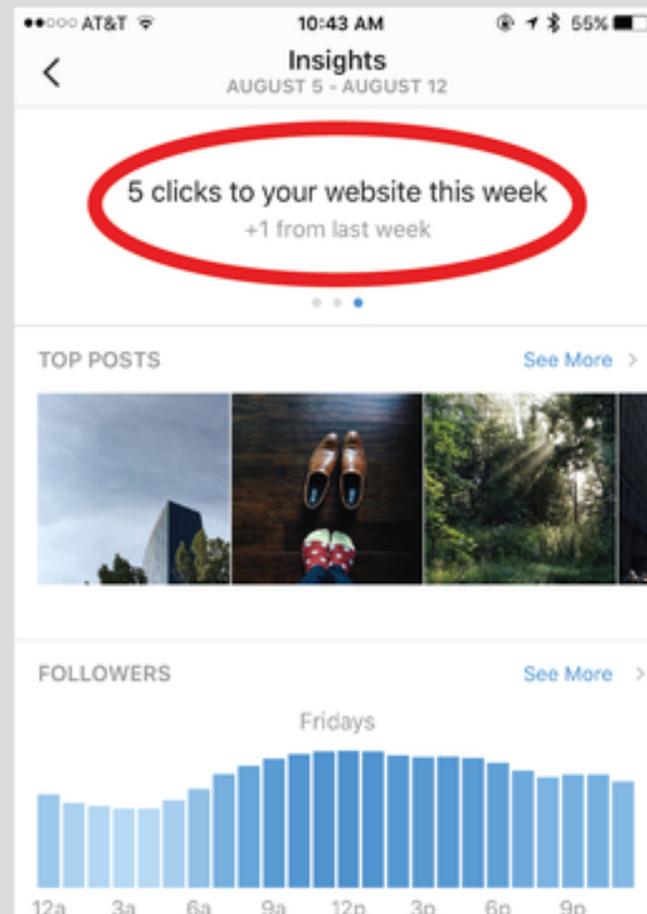
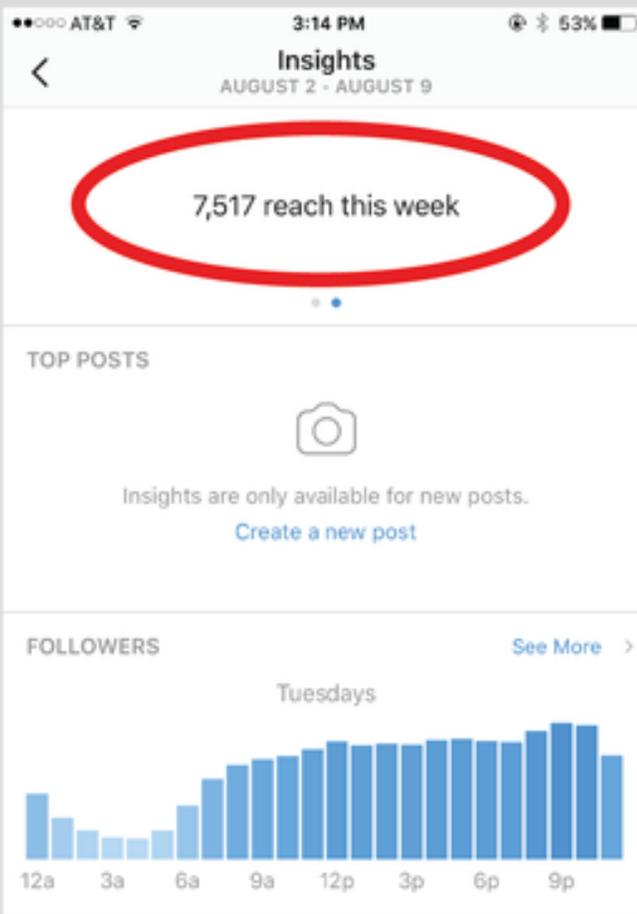
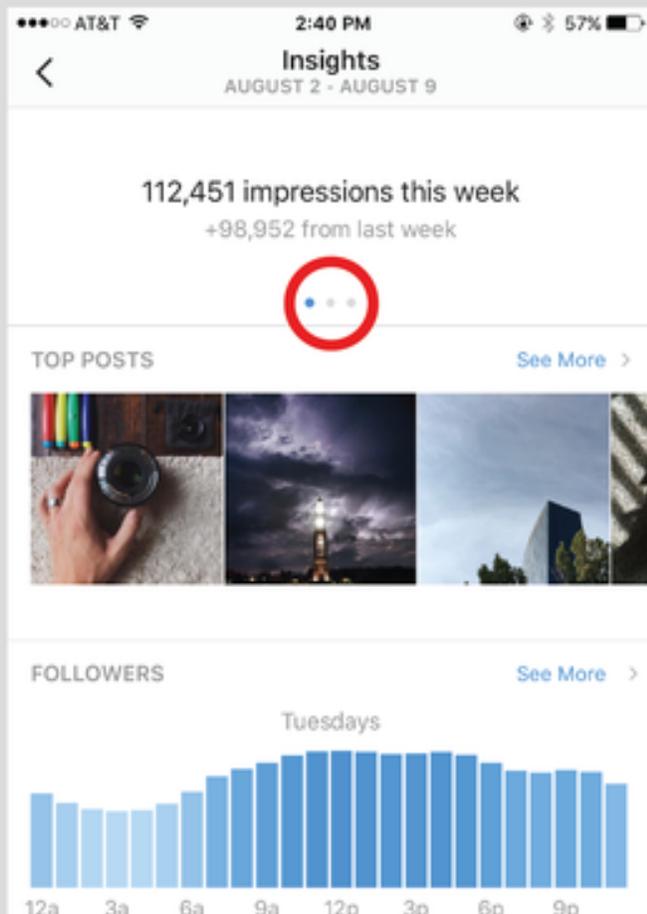
595 posts

4,781 followers

2,002 following

Danielle Omar MS, RDN Helping you get seriously healthy with personalized nutrition. Integrative Dietitian + food confidence creator. Join my free meal planning challenge [www.foodconfidence.com/getfearless](http://www.foodconfidence.com/getfearless)





# Instagram Insights

# Instagram:

if you love  
images

1. Secure

Secure your name

2. Upload

Upload a picture of yourself

3. Enter

Enter an "about", location and link to blog

4. Take

Take beautiful pictures and edit them. Use hashtags to optimize sharing.

4. Follow

Follow like-minded people and engage with them via "likes" and "comments"

# Danielle Omar Integrative Dietitian + Weight Loss + Nutrition Expert



10,315 Followers

3,166 Following

[www.foodconfidence.com](http://www.foodconfidence.com)  
Washington, DC / I motivate and inspire busy women on their journey to become their healthiest self. Creator of FoodConfidence.com + <http://bit.ly/21Nourish>



VEGGIE Love

# Pinterest

1

business.pinterest.com, click the red 'Convert your existing account' button

2

select 'Business Type,' update your 'Contact Name,' and 'Email Address'

# Pinnable Image

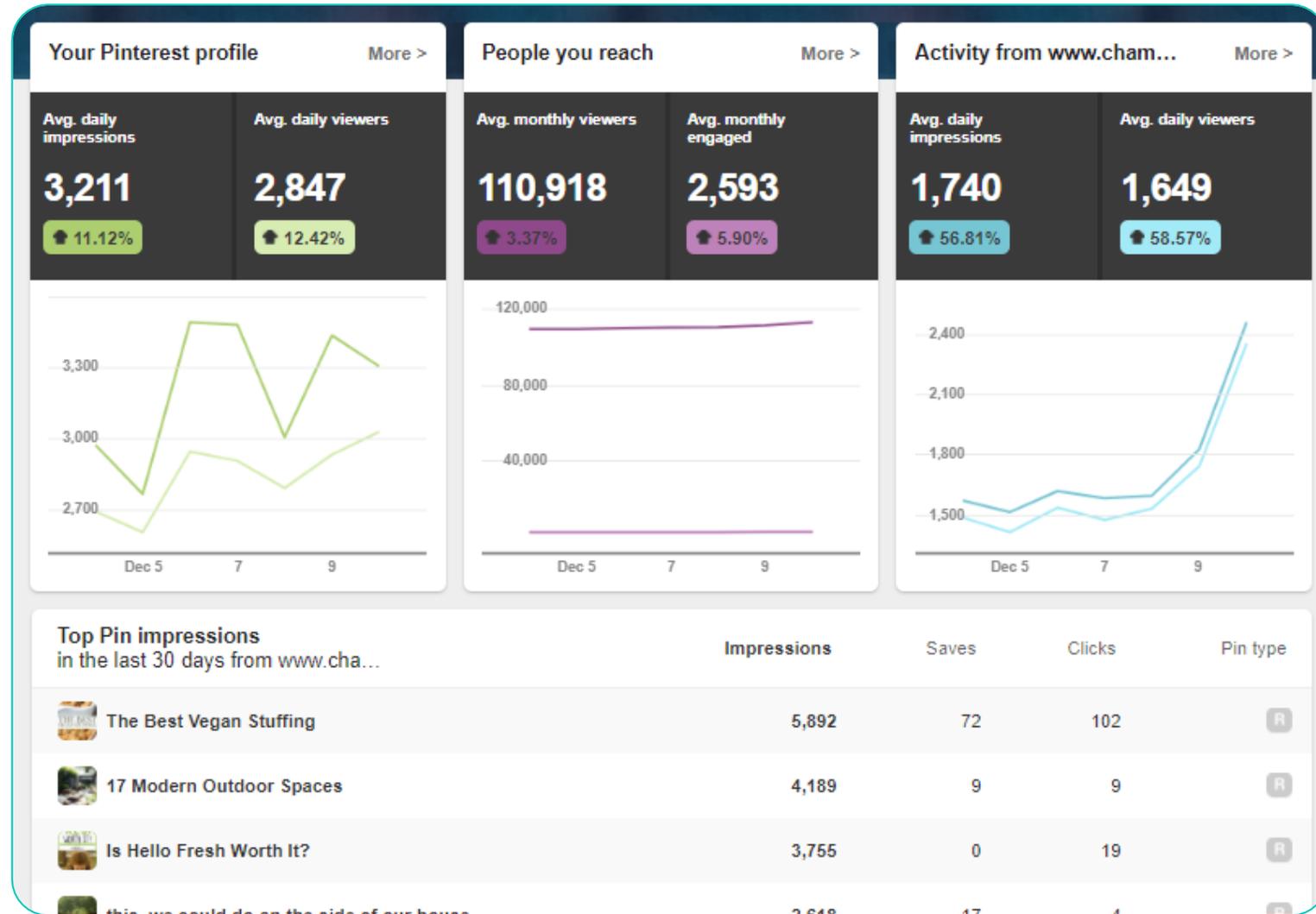
- Word Swag
- Layout
- Snapseed
- Phonto
- Canva
- PicMonkey
- Instagram



**COCONUT  
LEMON CURD  
OVERNIGHT  
OATS**

[champagnnutrition.com](http://champagnnutrition.com)

# Pinterest Analytics





# Pinterest: recipe based

1

Choose a name, upload a picture, add "about" and location

2

Get a professional/business account for analytics

3

Follow people with like-minded interests

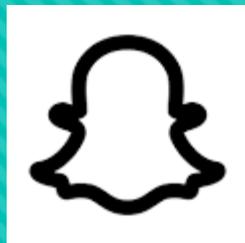
4

Create boards with simple descriptions, organize into categories

# Other Social Media



# Snapchat



Edit Bitmoji



GingerHultin 

gingerhultinrdn | 5,508



Added Me

Podcast Episode #30



VEGAN-FRIENDLY  
HOLIDAY BAKING  
W/ GINGER HULTIN



3 Healthy Holiday Tips - Mary's Nutrition Show

35 views

4 likes 0 comments SHARE



Mary Purdy

Published on Dec 4, 2017

SUBSCRIBED 297

Up next

AUTOPLAY



WHAT TO EAT DURING YOUR WORKOUT - Mary's Nutrition Show  
Mary Purdy  
16 views



How to Avoid Holiday Nutrition Pitfalls - Mary's Nutrition Show  
Mary Purdy  
1 view  
New



5 POWERFUL DIETARY SUPPLEMENTS, Dietitian  
Mary Purdy  
63 views



Sleep Better, Part 2: Lifestyle Tips - Mary's Nutrition Show  
Mary Purdy  
100 views



Sleep Better, Part 1: Dietary Tips - Mary's Nutrition Show

# YouTube



# Videos and Food Photography

You CAN do it!

# Videos



**Marisa Moore Nutrition** was live. August 16 · 🌐

OK Yall! I'm live today showing you how to make my 10 Minute Vegan Smoky Chickpeas & Spinach. Hope you'll be able to join in! And be nice. It's my first time 😊

<http://marisamoore.com/2017/01/smoky-chickpeas-with-spinach/>  
#VEDABlack



26K Views

Like Comment Share

Regan Miller Jones, Abby Langer and 190 others Realtime Comments

68 Shares

## Videos: growing your brand

Facebook + Instagram live are quick and easy

Try “hands and pans” if you don’t want to be featured

Be prepared!

Use I-movie to edit and add music



<https://gratefulgrazer.com/>

# Food Photography

- Lighting (shadows)
- Composition
- Color and texture
- Styling

Take a class!

Make Your Food Photos  
POP

<https://www.nourishnutritionco.com/photography>



# Food Photography

# Food photography sites

- Food Gawker
- Taste Spotting
- Tasteologie
- Finding Vegan
- Resepiz
- Myrecipe magic
- Yum goggle
- Bloglovin
- Foodista



#675740

gingerhultin

Vegan cheesecake is actually really easy to make- no cream cheese required. Use quick

# Shooting at Home





**SOUND BITES®**

Sound Science. Smart Nutrition. Good Food.®

Melissa Joy Dobbins MS, RDN, CDE  
The Guilt-Free RD®



AMY & ERIN ARE TWO OF AMERICA'S MOST-QUOTED  
DIETITIANS

*They'll show you how to get your name in the news and  
use that media attention to skyrocket your income!*

LEARN HOW NOW!

# Dietitian Support

# Social Media Challenges

Overwhelming

What is the  
point?

Privacy

Not  
comfortable  
with tech/social  
media platforms

Time limits

1

set time aside

2

choose your  
favorite platform  
(start with one)

3

scheduling  
software and  
share groups

**Time Savers**

# Editorial Calendar

[DATE]					
FACEBOOK					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
TWITTER					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
PINTEREST					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
INSTAGRAM					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
YOUTUBE					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
VINE					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?
SNAPCHAT					
TIME OF POST	CONTENT TYPE	COPY	HASHTAGS	AUTHOR	APPROVED?

# Call to Action

1. Create a LinkedIn page (or update!)
2. Update any social you already have
3. Start one new social media platform you're interested in
4. When in doubt, reach out to the experts for support

**Thank you so  
much DIFM  
and VN!**

**Let's connect**

*Champagnenutrition.com*

FB | ChampagneNutrition

Twitter | @GingerHultinRD

Insta | champagnenutrition

Pinterest | ChampagneNutrition

LinkedIn | Ginger Hultin



**See you on  
Social Media**

# References and Resources

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