

Fall 2013

Dimensions

Theme: Visual Communications

Dietitians in Business and Communications

a dietetic practice group of the
eat right. Academy of Nutrition and Dietetics

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Message from the Chair

By: Kathy Wilson-Gold, MS, RDN, LD / @kathywilsongold



Dear DBC Members,
FNCE 2013 is now behind us and all I can say is "wow." What an amazing time we shared with fellow DBC members, sponsors, guests and students while in Houston.

It was great to see so many of DBC members networking with colleagues and friends. If you attended, you know that there was a flurry of activity at both the Networking Event and the Business Breakfast. For those not able to attend let me share with you the successes of our practice group.

The DBC Executive Committee met on Saturday to review progress against our Strategic Plan and 2013-2014 Plan of Work. We presented our updates as well as score-carded our progress. I'm pleased to let you know that committees have been busy and we've made steady progress delivering results against the plan. Later that evening we hosted the DBC Networking Event at the iconic Brennan's. Brennan's certainly lived up to its reputation. The menu was delicious and the venue provided just the right ambiance for power networking.

Monday morning it was "up and early" for the DBC Breakfast. Over 120 DBC members and sponsors set their alarm to network and listen to Hattie Hill talk about building connections and taking networking to the next level. Hattie was simply amazing and received a standing ovation by the attendees. Later that day DBC participated in the DPG Showcase. Academy members visited the DBC booth and learned more about our dynamic practice group.

The DBC Spotlight Session on Negotiation Skills was our final event. Lisa Gates co-founder of "She Negotiates" along with fellow member Marsha Diamond, MA, RD presented "**Ask, Anchor and Close: Negotiating Your True Market Value.**" The session was well attended and Academy members stood in line to ask Lisa and Marsha questions long after the session had ended.

I'm so proud to be a DBC member. I applaud each and every one of you for making DBC strong. Let's make our mission a reality and empower our members to be the nation's food and nutrition leaders through business, marketing and communications.

Be well,

Kathy Wilson-Gold

Kathy Wilson-Gold, MS, RDN, LD
2013-2014 DBC Chair

Kathy is responsible for health-care and education sales planning and strategy at Campbell's North America Foodservice. She leads the segment to deliver innovative and customized healthcare and education business solutions. In addition, she plans and executes Campbell's marketing activities at key national healthcare trade shows and directs/monitors healthcare and education sales initiatives in the field sales organization. Kathy is a member of the Academy of Food and Nutrition (formerly ADA) and has held various national and state offices, including Chair of the ADA Nominating Committee and President of the Texas Dietetic Association. She currently serves on the National Foundation to End Senior Hunger Advisory Board.

Letter from the Editor

By: Elisabeth D'Alto, RD, LDN / @DaltoNutrition



Over the years, we have shifted the way we communicate as a society, making advances from letters via snail mail, to emails on the internet, then progressing to social media using short Facebook posts and tweeting in 140 characters or less. The most recent trend that we are seeing is visual communications. People no longer want to read short paragraphs or even 140 characters; they prefer to see an [infographic](#) tell the story in its entirety. A great example of this is an infographic that was displayed at FNCE in Houston this year by the Academy which is titled 'The Hungry and Overweight Paradox'. This infographic summarizes the reality that hunger and being overweight are linked by key factors which affect millions of children and adults. This Fall issue is focused on the use of visual communications in our industry. There are articles focusing on food photography, Pinterest, and our feature article how to adapt to living in a visual world.

I'd also like to mention that I am thrilled to be the 2015 DBC Communications Camp Chair! Save the Date! Mark your calendars to join us on January 15-17th, 2015 in Lake Las Vegas, Nevada! Stay tuned for more details regarding this event.

Best,

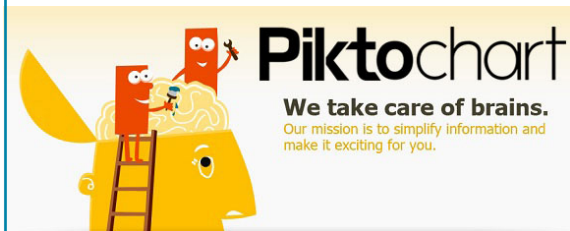
Elisabeth D'Alto, RD, LDN
DBC Newsletter Editor

Elisabeth is currently working as a Supermarket Dietitian with Martin's Food Markets, owned by parent company, Ahold USA. She provides consumer education through individual consultations, group classes, and community outreach.

She also owns D'Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting company focusing on long-term care consulting, speaking, and writing. Elisabeth resides just outside of Baltimore, Md.

She can be reached at elisabethrd@gmail.com, Facebook, and Twitter@DaltoNutrition.

Tech Bytes Corner



Piktochart is an online infographic design tool. It is among one of the first online web applications to automatize the creation of infographics. Its vision is to allow the user the flexibility and control over what information will be viewed online. It helps users to create visual presentations that are intended to communicate complex information, data, or knowledge quickly and clearly. For more information, check out their website at www.piktochart.com

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Save The Date: Public Policy Workshop

March 30–April 1, 2014 in Washington, DC



*If dietetics is your profession,
policy should be your passion!*

Living in a Visual World

By: Ilene V. Smith, MS, RD / @Ilene_Smith



In order to do the topic of this article true justice, there should actually be no more than three to five words under the headline followed by a chart, drawing or graph of some sort. Or perhaps, a six-second video. Or a link to a curated photo gallery. No matter the format, it seems of late that visuals are replacing the written word. The 140 characters used to tell a story on Twitter have now become too much to convey a story. Instead we've learned what photojournalists have always known – all it takes is a compelling image or set of images to say what you want to say.

In fact, the use of images instead of words has become so prevalent that Twitter itself recently announced that it will allow users to display a full image within a tweet rather than requiring a link to the image that's embedded within the 140 character limit.

Why Picture It?

Many will say that the use of visual content has been around since cave-men created cave drawings. Or you may more recently recall the *USA Today* Snapshots that have been appearing since 1982. The more recent rise in popularity is largely due to the advent of social media. The success of any content distributed via social media is how shareable it is and visual content is simply more shareable than written comments. Just think about the last time you rolled your eyes when a friend posted a paragraph on Facebook, regardless of how compelling the topic was. Had that paragraph been a brightly colored chart, a photo or a short video, you might not only have paid attention to it but you might also have shared it through your own social networks. In fact, [Now sourcing](#), a social-media marketing company, says that the amount of sharing for infographic posts far outweighs that of traditional posts.

From the reader's (or viewer's) point of view, visual content has several benefits. First, visualizations leverage our visual system's ability to take in a huge amount of data very quickly. Naturally, our brains start to identify patterns, relationships and meaning. And, for those who have long looked forward to the *USA Today Snapshot*, they're fun.

Visual communication is a great opportunity for registered dietitians and food companies, especially given that, according to industry research, food, drink and travel make up 25 percent of all social media content – the second most shared topic next to technology. Part of that is due to the eye appeal of food. And, as one frequent poster of food GIFs noted, "Food looks better when it's in action."

So, if you want to showcase how a product is made, try a GIF like this one from [Ferro Rocher](#). Companies have also gotten clever in creating six-second "how-to" videos (see [Lowe's Fix in Six](#) and [General Electric's Six-Second Science](#) for two non-food examples). You can also share fun or serious facts about a food or group of foods with an infographic like this one about [Latin American street food](#). Then be sure to share it on your Twitter feed, your LinkedIn profile, your Facebook page and your Pinterest board.

How to Get Started

You don't need to be a graphic designer or statistician to create compelling infographics, photos or Vine videos. There are free online services that give you templates for creating your own visual story (see box). Instagram and similar photo-sharing services offer a host of editing tools that can turn any ordinary photo into an extraordinary one. Just follow the tips below and you can be a visual star in no time:

- **Keep it brief** – According to [mediabistro.com](#), five tweets per second contain a Vine video and a branded Vine is four times as likely to be opened than a branded video.
- **Make it relevant** – Think about who your audience is, what information it needs, and how you can provide that info
- **Be informative** – In a business setting, don't just share a visual to make things look pretty. Use the photo to say something you want your audience to know.
- **Have a call to action** – The best visuals inspire the audience to do something. Encourage your viewers to try a recipe or a new food or visit a website for more information.

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Your Visual Toolbox

Infographics

[Infogr.am](#)

[Piktochart](#)

[Visual.ly](#)

[Easel.ly](#)

[Visualize.me](#)

GIFs:

[Makeagif](#)

[GIFSoup](#)

[GIFBrewery](#)

[Flixel](#)

[Cinemagram](#)

Living in a Visual World *By: Ilene V. Smith, MS, RD / @Ilene_Smith*

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- **Coordinate your distribution across multiple channels** –

Make sure your visual communications appear on all of your social networks: LinkedIn, Facebook, Instagram, Twitter,

Ilene V. Smith has been working in the field of nutrition communications for 15 years, combining her nutrition expertise, scientific knowledge and strategic planning skills to create game-changing approaches for a wide variety of food organizations. Ilene currently leads McDonald's global communications efforts around its brand image, including stakeholder and consumer outreach programs. Ilene also helped build the stakeholder communications strategy around the announcement of McDonald's nutrition commitments, including the launch of the new Happy Meal. Ilene has a Master of Science degree in Nutrition and Applied Physiology from Columbia University and a Bachelor of Arts degree in Journalism and Mass Communications from New York University.

In case you're still reading the print edition of your daily newspaper, here's a quick rundown of the visual media that have become the hottest ways to communicate:

GIFS – Actually refers to an animated gif (pronounced with a soft or hard g), which is a series of images strung together into a short-form video-like snippet.

Infographics – Infographics, also known as data visualization (or data viz) are simply what the name says they are – a graphic representation of a piece of information, a fact, a statistic or key tidbit of knowledge. They are intended to present information quickly and clearly and succinctly.



Instagram – The photo-sharing service purchased by Facebook allows you to share photos with friends and other followers. Other popular photo-based social networks include Snapseed.



Pinterest – Pinterest allows users to share a curated set of images with or without brief copy to followers, using a format similar to a bulletin board. Users can have multiple pin boards, featuring different types of content.



Vine – Vine, brought to you by Twitter, is an app that allows you to create six-second videos that can then be posted to a Vine, Twitter or Facebook account or all three. If you can't tell your full story in six seconds, you can string together a series of six seconds.

Hone Your Business Skills With The DBC Webinar Series

By: Maureen Leugers, MBA, RD, CD



The 2013-14 Webinar Series, Business Essentials 201, is off to a successful beginning. This four-part series provides you with free, quick, opportunities to gain valuable business acumen without the homework.

Our first Webinar took place on September 23, 2013. Barbara Kane, VP of Industry Relations for Ecolab, presented *The Art Of Networking*. Over 60 DBC members attended this webinar. They learned how to move from networking to relationship building,

whether inside their companies or anywhere in the external environment. Attendees were challenged to take a serious look at their current "network" and to find the gaps that exist, and use the pointers Barbara provided on how to fill in those gaps. For those of you that missed the first webinar, the recorded version is available to DBC members via the [website](#).

Mark your calendars for our remaining two webinars. On **January 14th**, Kevin Jurik from Gordon Food Service's Training Team will present, *It's Not The*

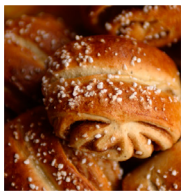
Person, It's The Situation, which focuses on dealing with people in all types of situations. On **April 18th**, we conclude this year's DBC Webinar Series with a presentation on customer engagement.

These webinars are offered as a member benefit, so they are free to members. Take an hour and enhance your business skills! We'll also be live-tweeting key takeaways during the webinars – be sure to follow us at [@DBCDPG](#) for all of the highlights!



Food in Focus: The Communicator's Guide to Better Food Photography

By: Regan Jones, RD / @ReganJonesRD



Food photography used to be a specialized area of dietetics that only a select few made their career. But with the rise of the food blog, the increase in visual-based social platforms and the introduction of smart phones, food photography is now a basic skill for every food and nutrition communicator. A beautiful food image can not only draw a greater audience in to your content (i.e. increased referral traffic from sites like FoodGawker and Pinterest), but also strengthen and visually reinforce the information presented.

Here are a few basic tips to sharpen your food photography skills.

Focus - Gone are the days paying for film and prints that don't measure up. There's no reason to be stuck with a blurry image. With a simple touch of a finger on your smart phone or a lens adjustment on a DSLR (digital single lens reflex) camera, your images can always be in focus. If they're not, start over and re-shoot.

Exposure - Just as the human eye needs light to see, a camera needs light to render an image. Unfortunately, many novice photographers

wrongly assume the camera "knows" how much light is needed. To achieve high-quality, enticing food photography, the photographer has to take command of the lighting exposed to the food.

Type of Lighting - There are many different types of light, ranging from dim natural light of daybreak to sterile **artificial** light of an indoor fluorescent bulb. Each type of light has different properties, not only in the strength (how bright it is) but also temperature (how "cool" or how "warm" the colors are to your eye.)

The general rule of thumb for food photography is **soft, natural daylight is always best**. But don't confuse "soft lighting" with "low lighting," and don't confuse "natural daylight" with "daylight bulbs." **Soft lighting** simply means that the light has been diffused. The best way to achieve this - find an area near a window out of direct sunlight OR use a diffuser (white sheet/napkin/tissue paper) to help soften and diffuse direct sunlight. Avoid household "daylight bulbs". They don't impart enough light for crisp, clear images.

Amount of Lighting - The amount of light a camera uses to render an image is mostly influenced by three elements - Aperture, Shutter Speed and ISO. Understanding how each of these settings work together to create a well-balanced image is especially important for DSLR camera users. For smart-phone photographers there is often less control over these settings, although apps like Camera+ on the iPhone and certain Android models do allow for some manipulation. Things to consider when adjusting these settings:

ISO is a measure of a camera's sensitivity to light. Lower ISO values (100, 200) are often used in well lit situations. When less light is available, ISO often needs to be higher (800, 1600, etc.)

The downside - as ISO increases some of the quality is sacrificed and may show a pixelated or "grainy" image.

Aperture is a measure of camera lens opening and is labeled in "f-stops." F-stops have an inverse relationship to the amount of light coming in. At a **lower f-stop**, the aperture opens wider and more light is let in (and less of the subject is in focus). Subsequently, as the aperture closes (**higher f-stop**) less light is let in (and more of the subject is in focus).

Shutter speed is the amount of time the shutter is open. The longer the shutter stays open, the more light is let in. This is especially helpful when shooting with a DSLR on a tripod in a low-lighting situation. But for handheld shooting, it's important that it not be set too slow (never slower than 1 divided by the focal length of the camera lens) or the image is subject to "camera shake" (blur). Smart phone camera users typically have little control over this setting.

Composition and Styling - While the principals of lighting and camera settings rely mostly on the science and technology of photography, the principals of **Composition** and **Styling** engage the artistic side of food photography.

Composition - There aren't many hard and fast rules when it comes to composing a shot, but basic art appreciation principals

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Food in Focus:

The Communicator's Guide to Better Food Photography

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do apply. **The Rule of Thirds** is one of the most basic compositional tools and states that pictures are usually more pleasing to the eye when the focal point is somewhere other than the center of the frame, ideally at the intersection points of two equally spaced horizontal and vertical lines across the full image.

Point of View or "Angles"

also fall into the category of Composition. In general, the three best angles from which to shoot

food are **directly overhead**, **slightly overhead** (~a 45 degree angle) and **eye level**. Avoid elaborate, contrived and tilting angles. They look unnatural and can be distracting.

Food Styling and Propping are really a matter of taste, style and preference. While overly styled and propped shots are not currently very popular, that does not negate the need for texture, color and interest. Each of these principals can be achieved with backgrounds (antiqued wooden boards, marbled stone and tile), linens (stacked and draped napkins) and perhaps most importantly, beautiful food (color fruits, vegetables and garnishes).

Regan Jones is registered dietitian and founding editor of HealthyAperture.com - the web's only food photo sharing gallery curated by registered dietitians. She is also the owner the web's most prominent portfolio of dietitian-owned sites, including FitFramed.com, TheRecipeReDux.com and RDs4Disclosure.org. Self-described as a "registered dietitian by education, but food-lover by birth," she enjoys reading, running and writing for [The Healthy Aperture Blog](http://TheHealthyApertureBlog). When not behind the computer or camera, you can find her enjoying life's little indulgences from her home in Georgia with her husband and two young sons.

House of Delegates Report

By: Mary Lee Chin, MS, RD



How does the work of the House of Delegates (HOD) impact members of Dietitians in Business and Communications?

I hear from our DBC members that too often the dialogue focuses on clinical topics and have no bearing on issues which engage most of DBC members. At first blush the Fall 2013 mega-issue of *Nutrition Services Delivery and Payment* may be a yawner for our members. Closer reading of the ensuing proposed motions however reveals this gem: "CDR assures the inclusion of competencies for practitioners related to assertiveness, marketing, leadership, business and management skills, and outcomes data management and analysis." All RDs, RDNs and DTRs can benefit from this inclusion, and it most certainly resonates for our membership. And inclusion of dietitians in the new and evolving health care environment can serve to elevate the profession as a whole. See what you think-**I will be seeking feedback in the next few weeks.** Find the one-page Fact Sheet on Academy's website, under Fall 2013 HOD Meeting> Meeting Materials.

This affects everyone! Academy's exploring a competencies-based framework for recertification to enhance the Professional Development Portfolio. As a profession we are ahead of the curve in shifting from a knowledge-based to a competencies-based recertification program. Practicing RDs and RDNs and 12 DTRs from across the U.S. participated in the review of the draft framework and outline. And great to note that participants included a manager of organization, a manager of food services, and health, business and industry representatives. They identified gaps in the outline and a Competencies Writing Group was convened. Among this group was DBC member Alissa Wilson. After feedback from stakeholder groups, and a planned February 2014 national validation survey for all practicing RDs or RDNs and DTRs, CDR anticipates incorporation into the PDP process beginning with practitioners whose five-year recertification cycles begin May 31, 2017 and after.

**Announced at FNCE by Academy President
Glenna McCollum:**

**Membership is at an
all-time high of 75,000+**

Mary Lee Chin specializes in significant food issues and nutrition trends, working with commodity food groups and food industry on nutrition education initiatives. She speaks on some of the most provocative food topics of today, including genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring the science while respecting individual philosophies. Aware that many divisive and emotional food issues ignite a firestorm of debate, she advocates moving from polarizing rhetoric to open and professional dialogue. Mary Lee nationally reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings. She formerly held a six-year term as one of the original national spokespersons for the 75,000+ member Academy of Nutrition and Dietetics.

Visualize Your Story:

Eight Simple Rules for Mastering Pinterest

By: Holley Grainger, MS, RD / @holleygrainger



Cultivating a presence on a social media platform can be daunting. Do you speak as yourself? How do you balance your voice, your authority, and your desire to engage your audience? Where does SEO fit into that equation? While it seems complicated, the art of telling your story on Pinterest is actually quite simple. The next time you build your brand on Pinterest, keep these tips in mind.

1. Simple is good, but clear is better.

The board titled "Food Recipes" may make perfect sense, but it's unlikely to leave followers clamoring for more. Balance SEO best practices with an editorial spirit. "Must-Make Heart-Healthy Desserts" is clear, helpful, and slightly drool-inducing.

2. Don't starve your board.

If your Pinterest page is a story, each board is a chapter. Include an eye-catching deck that gives more detail about what must-try recipes, tips, or information awaits below. Keywords are important, but make sure to work them in appropriately. "Delicious chicken recipes for easy chicken dinners to serve for your chicken menu," may speak to search engines, but it's not presenting your content in the best way. Instead, aim to mention your target keyword ("chicken recipes" in this case) once in the title of the board and once in the deck.

3. Know your audience.

Is your story for working moms? Pin before work, during the lunch hour, and after dinner. If you have an article that can work on two of your boards, pin it to one board at one high-traffic time then repin it later to the other appropriate board during another high-traffic time.

4. Engage with your audience.

Collaboration brings better ideas, so dedicate an hour a week "liking," commenting on, and repining other bloggers' content. You may glean ideas for better imagery for your posts or identify a colleague with whom you'd like to connect. Plus, when people see your brand becoming more active, they're more likely to take notice and click to your content.

5. Think of your page as a storyboard.

Once a month, step back and look at your page as a whole. Do your boards have engaging, seasonal cover photos? Are they in the optimal order, with timely topics at the top? Ideally, each board should prompt them to dig further into your other boards, so keep the cover photos new and fresh to encourage return engagement.

6. Think of your boards as a stream.

When users click into a board, they should immediately be able to identify the content. Help them do just that by creating clear titles and decks for each pin. Whether someone encounters your pin as a singular bit of content in their feed or as part of a board, they should know immediately what they will be reading.

7. Tease them!

While you should be clear and never misleading, it's helpful to tease your followers to entice them to click a link. If a slide's title is "7 Rules for Healthier Lunchboxes," the deck for the slide might say, "Break out of the lunchbox rut with new ideas for healthy lunches including three that will make your jaw drop."

8. Be Present.

Signing up for a social media platform is a commitment. While you're busy with writing and researching, it's important to maintain any platform you start. Nothing is sadder, less helpful, or out of date than a discarded blog, an idle Facebook page, or an ignored Pinterest account. Make it part of your routine by pinning, repining, and commenting after lunch, during your afternoon coffee, or after you check in on your favorite bloggers.

Holley Grainger is a nationally recognized lifestyle, culinary, and nutrition expert. The former nutrition editor for Cooking Light and MyRecipes.com, she has instructed millions of accomplished and aspiring home cooks how to make simple, healthy, family-friendly meals through online video, media appearances, speaking engagements, national news segments, online instructional guides and social media. Her approachable style allows her to authentically advance nutrition and culinary information in a credible and relevant way. Dedicated to helping companies and individuals share their healthy messages through visual communication, Holley has produced and hosted more than 700 online cooking, health and lifestyle videos. Holley has been featured in hundreds of televisions and radio segments nationwide including NBC's Today Show and Weekend Today, CBS's The Early Show, TBD Movie and a Makeover, Fox News Channel, CNN, among others and is a regular contributor to the Birmingham, Alabama news outlets.



By: Rayona Baker, RD, LD



Have you often wondered what you would like to leave as a legacy? It is important that you share your history, the hurdles you overcame to create success in your career. In doing so you can guide future generations to exceed your own expectations. A great way to share your legacy and connect with future generations is through the Mentor Me with DBC program.

Mentoring provides value to the mentor and the mentee. Mentoring shows other members that you care about them and

their success. Simple things that seem easy or straightforward to one member may appear to be a complete mystery to another. Share options and strategies with your mentees to help them find the path that works best for them to succeed.

Mentors provide their mentees with an experienced peer and friend. You both share the same educational background and passion and together you can promote the value and expertise dietitians bring to organizations and communities.

Participating in a Mentor program improves self-esteem, supports

new behaviors, and strengthens communication skills across all generations. Mentors and mentees can help each other set career goals, meet skill requirements, discover new job opportunities and resources.

Become a DBC mentor today!

Visit our website, go to the member benefits tab to view an overview of our Mentoring program, read success stories and find additional resources. Then sign up as a mentor or search for a mentor. You can also connect with DBC mentors and mentees on our Facebook and Twitter accounts.

DBC Movers and Shakers



Chere Bork, MS, RDN, LN

Chere helps dietitians find clarity so they can be both the best personally and professionally living life without regrets. She is a miracle worker in giving clients confidence to be authentic in their decisions. Her clients can predict their future because they go out and create it. Chere is a Licensed Executive Wellcoach®, a Certified Law of Attraction Facilitator and a member of the National Speakers Association. She loves helping RDs attract a passionate career, getting compensated for what they are worth and creating a joy filled life at the SAME time. Chere's goal is to speak at every state meeting.



2013-2014 Regional Networking Coordinators



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AVAILABLE RNC POSITIONS:

New York, North Carolina, Austin, TX, and San Francisco Bay Area, Houston, New England

DBC Member Spotlight: Torey Jones Armul, MS, RD, CSSD

Interview conducted by: Terri J. Raymond, MA, RD, CD



I'm a registered dietitian, board certified specialist in sports dietetics (CSSD) and nutrition communications professional in Chicago. As

Account Supervisor at Fleishman-Hillard, I consult with food and health care clients, plan and execute events and work with media and RD influencers.

I also work as a freelance writer, where I 'preach what I practice' in food and fitness. My work has been published in the San Francisco Chronicle's Healthy Eating page, eHow and Modern Mom, and I've contributed as a nutrition expert to ABC's Live Well Network, Everyday-Health, LiveStrong and more.

I love working with other RDs and am proud to serve as DBC E-Update editor, Regional Network Coordinator in Chicago and Treasurer of the Chicago Academy of Nutrition and Dietetics.

Outside of dietetics, my biggest passion is outdoor activity - trail running, mountain biking and kayaking. I ran cross-country and track competitively from sixth grade through college and have run 17 marathons and ultramarathons to date, including two 50-mile trail ultras.

To me, utter happiness is 1) eating an avocado, 2) being in the Great Outdoors, and 3) spending time with my husband and dog. Preferably all three at once!

1. Tell us about your work as a nutrition communications professional. How do you incorporate visual communications with your clients?

My clients are food, beverage and health care companies, and their clients are moms, athletes, Gen Y, health care practitioners, and so on. Visual communications resonate with everyone. We know that sound bites and messages are getting shorter, but a strong image captures people's attention and makes them linger. Visuals make an impression and drive engagement and interaction - the 'holy grail' of marketing and communications.

2. Statistics show that both views and engagement increase by using visual content in social media. What examples from your own web site demonstrate this?

I always include photos in my articles and like to share images on social media. We're not just in the digital age, we're in the digital interactive media (a.k.a. 'rich media') age. RDs have a big opportunity here to teach people about food and health through visual content. Whether it's food photography, infographics, videos or recipe tutorials, visuals are an attention-grabbing way to share information.

A good rule of thumb is 'more pictures, less words.' People have a limited attention span, so get straight to the point and avoid unnecessary words (even if they sound great). This was one of

the hardest lessons for me. Deep down, I love writing flowery language, but - like everyone else - I don't like reading it!

3. How do you pick and/or create the visuals for Pinterest? Are there any restrictions?

Before creating or uploading a new pin, I ask myself a few questions: Would I repin this? Does it fulfill a need for my target audience? Is it clear and simple? Referenced appropriately (if applicable)?

I read a quote on LinkedIn - 'Don't just say it - display it.' Just this summer, LinkedIn added the ability to upload visual content to profiles. Whether you're job searching or illustrating your skills to the world, try adding a video, presentation or photo to your profile. The same holds true for the other social platforms. [Here's a helpful guide](#) to social media graphic dimensions.

4. What have you learned about communicating through visual media and how has it changed your career?

Here are three things I've learned:

1. RDs have a unique opportunity to showcase our expertise and make big public health changes by getting on board with rich media.
2. Writing an article takes time, and so should creating visual content. Brainstorm, do your research, jot down your main points, create rough drafts and ask trusted friends for feedback. Respect the process.

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DBC Member Spotlight: Torey Jones Armul, MS, RD, CSSD

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3. As we do with writing and speaking, RDs should hold themselves to a high standard with visual content. But have fun with it, too! Nobody's first pin, video or image is perfect. Learn as you go. Don't be intimidated by people who already do it well. Everybody starts somewhere, and the RD community is so supportive.

5. In what ways does being a member of DBC enhance your use of cutting edge technology?

DPGs are the best part of Academy membership, in my opinion, with local event opportunities, career resources and mentor programs. I use social media to stay in touch with my DBC friends and build new connections.

Twitter hashtags are an excellent way to hear what other RDs, DBC members and dietetic students are doing, reading and learning about. My favorite hashtags are #rdtip #rdchat #rd2be and #buildupRDs.

6. How can we learn more about you and your success in PR communications?

Connect with me
@ToreyRD on Twitter!

DBC Members at FNCE Houston 2013



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