

***“Strengthening the Diabetes Community:
Social Media for Dietetic Professionals
and People with Diabetes”***

Brought to you by
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***“Strengthening the Diabetes Community:
Social Media for Dietetic Professionals
and People with Diabetes”***

Speakers:

- Constance Brown-Riggs, MEd, RD, CDE, CDN
 - American Dietetic Association’s (ADA) Social Media Strategy
- Teresa Pangan, Ph.D., R.D.
 - Social Media *and the* Dietetic Professional
- Cherise Shockley, DSMA
 - Social Media *and the* Person *with* Diabetes

ADA's Social Media Strategy

- How Can Social Media Help ADA?
 - Social media provides outreach on a global scale and will help ADA in its overall strategy to optimize the nation's health through food and nutrition and empower its members to be the nation's food and nutrition leaders.

Social Media and ADA Goals

- A social media strategy will also deliver on ADA's general strategic goals to:
 - Build on the public's trust in registered dietitians as food and nutrition experts
 - Improve the health of Americans
 - Solidify reputation among members and prospective members who see ADA as key to their professional success.

Mission, Vision, Goals

- Social media strategy that will attract and retain its two primary audiences, (both of which are reached on a global scale):
 - **Members:** RDs, future RDs, health professionals
 - **Consumers/public:** Consumers seeking reliable, trustworthy health information

What is ADA's Objective?

- **Members:** Leverage members' use of social media to increase ADA branding and build global reputation as nutrition leader.
- **Public:** Increase recognition of ADA as go – to source for all food and nutrition information. Solidify registered dietitians as the source for eating well without deprivation, maintaining a healthy weight and saying no to fad diets.

Eight Reasons for ADA Social Media

1. Ever increasing numbers of people on social media, including ADA employees, members and public
2. ADA branding
3. Consumer engagement
4. Member engagement

Eight Reasons for ADA Social Media

5. Crisis management
6. Eye on competitors
7. Donor relations
8. Leverage technology to expand reach

Social Media Numbers/Branding

- ADA has more than 71,000 members, increasing numbers of which are on social media.
- If ADA is not in these channels, brand awareness and brand reputation will erode.

Consumer/Member Engagement

- For consumers seeking nutrition information, it is “buyer beware.”
- ADA to use social media to establish itself as go-to source. Use blogs, Facebook, Twitter to provide consumers with links to free consumer content on ADA website.

Consumer/Member Engagement

- Develop more original content on eatright.org for consumers.
 - Provide social media buttons on articles so users can share ADA content across other channels.
- Use social media to respond to members concerns and questions

Crisis Management

- Use social media to track online conversation regarding ADA.
- Use social media to respond quickly to erroneous information, falsehoods or criticisms of ADA.
- Analyze criticisms and see if they mandate ADA response.

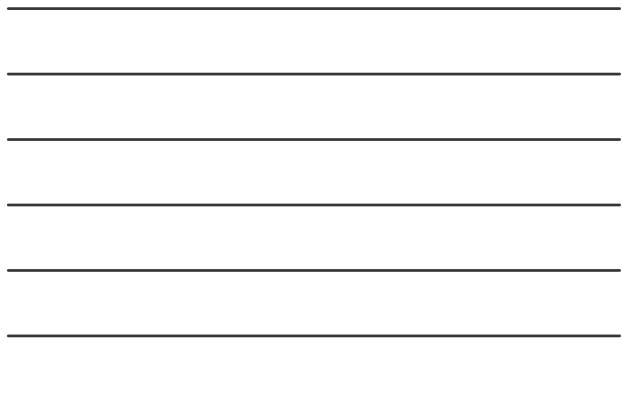
Which Social Media Channel For ADA?

- Blogs
- **Facebook**
- Twitter
- LinkedIn
- You Tube
- myADA

What Can Facebook Do?

- Build a community of fans loyal to ADA
- Provide value, educate and build trust for brand. Sales will follow, but only if valuable content provided
- Connect worldwide
- Crisis management

• www.facebook.com/americandieteticassociation: (members and public)



- www.facebook.com/kidseatright (for the public)



Create and inspire a
passionate community around
ADA and RDs
