



Using Social Media with Kids Eat Right

Learn how to establish yourself on social media and effectively spread healthy eating messages



Kids Eat Right

- Join Kids Eat Right at www.kidseatright.org/volunteer
- Utilize toolkits with over 27 ready-made presentations for child and adult audiences
- Download reproducible Kids Eat Right Tip Sheets
- Access valuable resources for school, community, workplace, media, and policy actions.
- Receive the Monday Message with a new tip, article, recipe, and video to share!



Objectives

1. Name at least three Kids Eat Right social media platforms that you can participate in.
2. Identify at least two social media strategies that can be immediately incorporated into your professional outreach.
3. Identify ways that Kids Eat Right resources can help to increase your social media savvy and relevance.



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- Kids Eat Right spokesperson
- Senior pediatric dietitian at Texas Children's Hospital in Houston and a clinical instructor at Baylor College of Medicine
- Co-investigator for nutrition research projects including quality improvement, obesity and nutrition support.



Benefits of Social Media Engagement



Benefits of Social Media cont'd

Build a community of loyal fans and establish yourself as an expert in your field



Benefits of Social Media cont'd



Engage parents and public, and disseminate information



Benefits of Social Media cont'd



Participate in social listening, network with other KER members and promote Kids Eat Right!



Kinds of Social Media Platforms



Find and follow Kids Eat Right!

- www.facebook.com/KidsEatRight
- www.twitter.com/kidseatright
- <http://sm.eatright.org/GooglePlusKER>
- <http://pinterest.com/kidseatright>
- <http://sm.eatright.org/LinkedIn>

Social Media Platforms cont'd



Facebook:



Social Media Platforms cont'd



Twitter:



Social Media Platforms cont'd



Google+:



Social Media Platforms cont'd



Pinterest:

Kids Eat Right
The Academy of Nutrition and Dietetics and its Foundation want to help you and your family shop smart, cook healthy and eat right!

Chicago - www.kidseatright.org

18 Boards 2,154 Pins 43 Likes **Follow** 3,737 Followers 298 Following

Spring Break Snacks
Kids Eat Right
40 Pins

Sports Snacks
Kids Eat Right
37 Pins

Party Time!
Kids Eat Right
47 Pins

Social Media Platforms cont'd



LinkedIn:

Kids Eat Right
a subgroup of **Academy of Nutrition and Dietetics**

Discussions Promotions Jobs Members Search Manage

Shop Smart
Cook Healthy
Eat Right

Getting Started



1. You don't have to be on all social media channels, so pick those you like best.
2. Separate personal from professional.
3. Keep your profile up to date and professional.



Getting Started cont'd



How to set up an account



Getting Started cont'd


Google+

Go to <https://plus.google.com/?hl=en>

- If you already have a Gmail email account – enter that information
- Otherwise, click "Sign Up" in the upper right-hand corner.
 - Enter information about yourself
 - Upload a profile picture
 - Option to find people you know to add to your circles
 - Circles are how G+ organizes the many different groups of people in a person's life

Getting Started cont'd


LinkedIn

Visit www.linkedin.com

- Register for free by entering your name, email and a password and clicking "Join Now."
- Be sure to fill in where you live, current employment status & information.
- Note you will need to confirm your email address before moving through much of the seven-step process.
- You may skip finding people you know & upgrading your account, if desired.
- You now have an account and can follow the prompts to fully complete your profile.

Getting Started cont'd



Facebook

Log on to www.facebook.com

- Sign up for free by entering your name, email address, password, birthday and gender
- Click the "Sign Up" button and follow the three steps:
 - Find friends (if desired)
 - Enter profile information including your position at the Academy
 - Upload your profile photo.
- You will need to verify your email address to complete the registration process.

Getting Started cont'd



Twitter

Go online to www.twitter.com

- Start by filling in your name, email address and select a password before hitting the "Sign up for Twitter" button
- Choice – accept the username generated or you can change it, & then accept terms and conditions.
- A welcome email will be sent to your email address to confirm and get started.
- Short process to find people you may want to follow
- Finally it will let you upload a profile photo & a short description (140 characters) of who you are or why you're online.

Getting Started cont'd



Pinterest

Go to www.pinterest.com

- Click the "Join Pinterest" button at the top.
- You will be given the options of signing in via your Facebook or Twitter profiles. This means it will link the accounts and you will be automatically signed up with that profile's information.
- To do so, click the button with the network of your choice, choose a username, email address and password and select your gender.
- You also can sign up with your email address and enter information as prompted to create your account.

Social Media Lingo



Learn the language!

Social Media Lingo cont'd



Google+

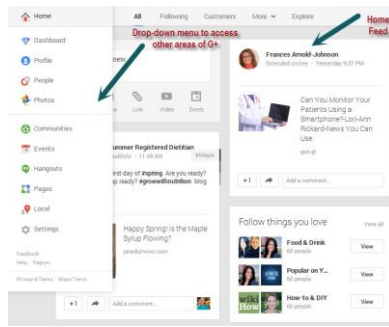
- **Circles:** Categories of your connections; by separating groups of people, you can easily share things to the "right people" and filter from others.
- **Profile vs. Pages:** A profile page is a person; you can only create pages (ie: for a brand) from a profile.
- **Communities:** A group that people can join to discuss a shared interest (ie: Eating Right)
- **Home Stream:** The feed of all the updates, posts, photos and events that are published by people in your circles. You can click different circles in the upper menu to show only certain people's updates or leave it as "All."
- **Events:** Plan a gathering either offline or on Google+; you can embed a Hangout into an Event for your followers to view.
- **Hangouts (HOA):** Video chat with up to nine of your connections in a real-time, face-to-face online forum; a Hangout on Air allows the video to stream live on your page. You also can have it upload directly to your YouTube page upon completion.
- **+1:** Pressing this button indicates you like or agree with a post
- **Share:** Pressing this button allows you to share the content to your own circles

Social Media Lingo cont'd



Google+

Social Media Lingo cont'd

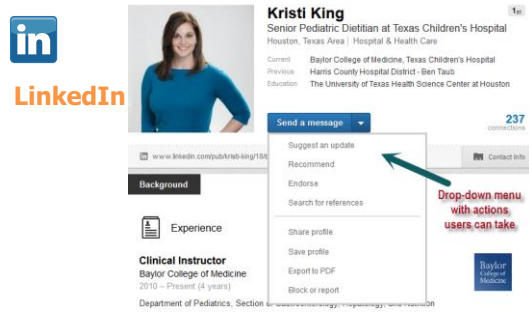


Social Media Lingo cont'd

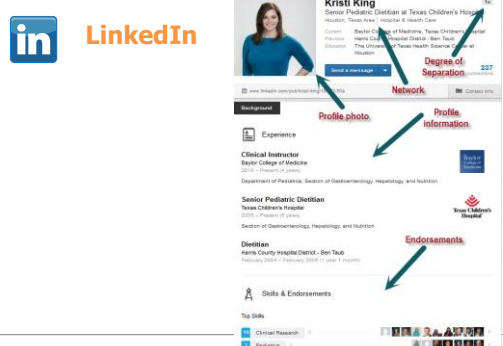


- **Invitation:** Message sent to another member asking to connect on the site
- **InMail:** Private inbox messages to other members that can be purchased by upgrading your account
- **Network:** People who can contact you because they are within three "degrees of separation"
- **1st, 2nd, 3rd:** The "degree of separation" between you and another member; 1st indicates this person has connected directly with you.
- **Recommendation:** Similar to a letter of recommendation, this is a feature that allows someone to comment about your professional experience
- **Endorsement :** This is a one-click version of a recommendation that allows a user to indicate certain skills that you possess
- **Groups/Subgroups:** Open or closed (indicated with a lock icon for closed) set of users who share the same qualities (ie: Academy members can join our LinkedIn group to connect, discuss relevant topics, promote jobs, etc.)

Social Media Lingo cont'd



Social Media Lingo cont'd

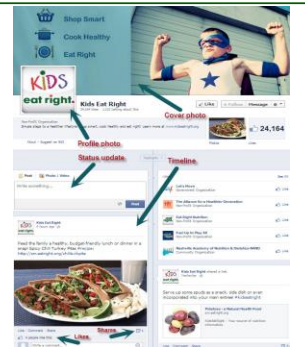


Social Media Lingo cont'd



- **Timeline:** Also referred to as your profile, this is the display of your account information, status updates, photos and posts. You can control privacy settings for visibility.
- **Status update:** The message you publish to your page when typing in the box that says "Write something..."
- **Cover photo:** The larger photo that sits behind your profile photo; your profile photo must be an image of yourself.
- **News feed:** Activity feed showing what your friends are doing on Facebook; you can filter this to sort in different ways.
- **Ticker:** Constantly updating activity feed showing what your friends are doing on Facebook in real time; this is located on the far right of the screen.
- **Share:** You can use this feature to post content you found on someone else's page onto either your page or one of your connections' page.
- **Like:** Click to express positive feedback; shows popularity of posts, comments and content
- **Comment:** Write in response to a post or other comments to express feedback, answer questions and interact with others

Social Media Lingo cont'd



Twitter

- **Tweet** : A post, comment or message up to 140 characters long (including spaces) that is published on a user's Twitter page
- **Reply/Mention**: A Tweet that includes the Twitter handle of one or more people (ie: @KidsEatRight); doing this will send that person your message and also publish it on your Twitter page.
- **RT**: Retweet, meaning you or someone else has directly copied another person's post (like quoting someone)
- **MT**: Modified Tweet, which is also like quoting someone but admitting you changed something to make it slightly different from the original message
- **DM**: Direct Message, which is a private inbox conversation that no one can see but you and the other Twitter user
- **Hashtag**: A clickable hyperlink beginning with the pound symbol (#) and followed by letters/word(s) that group together Tweets of the same topic

Twitter



Pinterest

- **Pin**: Image or video you add to your Pinterest account; you can pin from the Internet or from your computer by clicking Add + and then Upload a Pin
- **Repin**: You can pin items that other people have pinned by using this button; likewise, others can repin your items that are public.
- **Board**: Public online "bulletin boards" where you can pin items and organize them by topics of your choice; you can invite others to pin on your boards.
- **Secret board**: Private online "bulletin boards" where you can pin items and organize them by topics of your choice; you can invite others to pin on these as well.
- **Follow/Follow All**: Allows you to see items pinned by people you follow on your home feed; you can choose to follow individual boards or follow all of a person's boards.
- **Pin It "bookmarklet"**: Downloadable widget on your computer's toolbar that enables you to pin from any website
- **Home feed**: Constantly updating feed of all items pinned or repinned by people or boards that you follow

Pinterest



Five Hot Tips

1. Learn how to craft good social media messages — or at least where to find some!
2. Know what to and NOT to share!
3. Learn how to shorten links.
4. Understand how to use hashtags.
5. Follow and be followed!



Five Hot Tips

TIP 1: Learn how to craft good social media messages — or at least where to find some!

- Remember your audience
- Establish your style
- Engage people
- Be an Expert
- Find good content!

Five Hot Tips cont'd



TIP 2: Know what to and NOT to share!



SHARE THIS...

- Accessible content from reputable sources



NOT THAT!

- Confidential information, identifiable information about other people, copyrighted materials

Five Hot Tips cont'd



BEST PRACTICES FOR ENGAGEMENT

- Stick to your area of expertise
- Identify who you are and what you do
- Provide links to credible websites, quote content from trusted information sources and use citations in your posts.
- Remain positive, upbeat and friendly at all times
- Remember your manners – *thank you, please and you're welcome* will go a long way

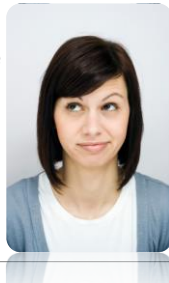


Five Hot Tips cont'd



WHEN **NOT** TO ENGAGE

- If you see criticism on your social media properties, do not respond immediately even if your instinct is to go into defensive mode
- Likewise, if your interaction with someone via social media becomes negative or contentious, pause and refrain from responding until you can develop a plan
- Never engage in an angry, critical or defensive manner
- Never respond to spammers or "trolls" This content is generally out of place, unrelated and/or self-promoting



Five Hot Tips cont'd



TIP 3: Learn how to shorten links.

Here are a few common tools:

- [Bit.ly](#)
- [TinyURL](#)
- [Google URL shortener](#)
- [Qw.ly](#)

Five Hot Tips cont'd



TIP 4: Understand how to use hashtags.

- Gone are the days when a hashtag was a "Twitter thing"
- Now, the clickable hyperlinked word beginning with the pound symbol (#hashtag) is used across the majority of major social media platforms

Five Hot Tips cont'd



A Few #Hashtag Best Practices:

1. #Don't #Hashtag #Every #Single #Word #In #Your #Post.
2. Never hijack someone else's hashtag.
3. Keep hashtags as short as possible, especially on Twitter.
4. Don't include popular or trending hashtags unless they're actually relevant.

Five Hot Tips cont'd



TIP 5: Follow and be followed!

- Follow others!
- Be consistent and committed!
- Earn followers through expertise!
- Engage!

Are you ready?



Find and follow Kids Eat Right!

- www.facebook.com/KidsEatRight
- www.twitter.com/kidseatright
- <http://sm.eatright.org/GooglePlusKER>
- <http://pinterest.com/kidseatright>
- <http://sm.eatright.org/LinkedIn>

Promote Kids Eat Right

- #kidseatright
- Share and personalize the Monday Message
- Join the Kids Eat Right Group on LinkedIn

Remember 5 Hot Tips:

- Learn how to craft good social media messages
- Know what to and NOT to share!
- Learn how to shorten links.
- Understand how to use hashtags
- Follow and be followed!



See you in Social Media!

Twitter: @Nutrition_King

Also can find me on:
LinkedIn
G+



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