

## Social Media and the Dietitian



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## Your social media

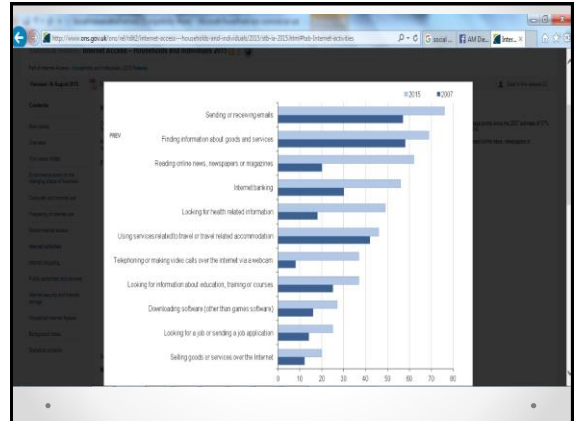
**Business**  
*or Pleasure?*



## Why Social Networking?

Internet /household use survey UK 2015 found:

- 86% all households access to internet
- 78% of adults using internet every day
- Social networking was used by 61% of adults, and of those, 79% did so every day or almost every day.
- Fastest growing population seniors



Donald J. Trump  
People are going crazy with my comments on Diet Coke (soda). Let's face it--this stuff just doesn't work. It makes you hungry.

**"We don't have a choice on whether we DO social media, the question is how well we DO it."**

- Erik Qualman

## Benefits of Social Media

- Allows health professionals to connect with the community and their colleagues.
- Powerful platform to educate patients
- Raise awareness of health issues
- Raise the profile of Dietitians
- Online presence
- Networking: huge potential!
- Attend training remotely
- CPD opportunities e.g. #rduk, research publications
- Debate of topical issues between colleagues



## Twitter



## Getting started- main points

- What do you want from your social media?
- Choose your platform
- Design your social media strategy and persona

## Developing your persona

- Your interests/passion/style- your profile
- Who is your audience?
- Be authentic
- Be professional

(refer to HCPC/BDA SM docs)

If you're  
your **authentic** self,  
you have  
no competition  
- Scott Stratten

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## Do's and Don'ts

- Engage, engage, engage
- Use hashtags #
- Practice the perfect 140
- Use pictures
- Be current/update
- Use references, correct grammar
- Train - writing, photography
- Undersell
- Link to your blog\*
- Be unprofessional
- Mix personal and business
- Divulge personal information
- Be negative
- Neglect replies
- Get caught up in what others are doing
- Plagiarise
- oversell



## Top Tips from BDA

- BDA and HCPC published guidance
- Don't identify yr. place of work unless have approval
- Act responsibly at all times, uphold reputation of profession
- Don't post informal or derogatory comments about yr colleagues, work, place of study etc..
- Do not discuss work related material
- Ensure you don't breach copyright
- Use non identifying material

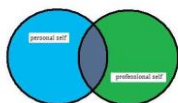
## Top Tips from BDA

- Protect your privacy! Think about what information you are sharing & with whom remember it's the www
- If disagreeing w/ others keep replies polite & inoffensive, even if provoked
- Once it's out there remember it can be RT'd, quoted, plagiarised & redistributed!
- If you wouldn't want yr post displayed on a billboard outside yr work don't post it!

## Pitfalls?



- Time – use tools!
- Knowing the boundaries – make your own personal rules
- Dealing with negative comments
- SM Karma



## My main tips

- Set your plan and boundaries first
- Get some extra training – writing, photography, analytics
- Be SOCIAL
- Set up a schedule- keep content interesting
- SM Karma (share)
- Use a variety of posting styles
- Remember why you are on SM
- Connect your platforms

