IAFP’s Getting Social With Food Safety

Organized by: The Food Safety Education PDG
Moderator: Wenqing Xu, Chair
Shauna Henley, Vice Chair

Sponsored by the

Please consider making a contribution

This webinar is being recorded and will be available to IAFP members within one week.
Webinar Housekeeping

• It is important to note that all opinions and statements are those of the individual making the presentation and not necessarily the opinion or view of IAFP.

• All attendees are muted. Questions should be submitted to the presenters during the presentation via the Questions section at the right of the screen. Questions will be answered at the end of the presentations.

• This webinar is being recorded and will be available for access by IAFP members at www.foodprotection.org within one week.
Today’s Moderators

**Wenqing Xu**, Chair of Food Safety Education PDG
Associate Professor at Louisiana State University.

Wennie’s research and outreach programs focus on consumer related food safety issues.

**Shauna Henley**, Vice Chair of Food Safety Education PDG
Senior Family & Consumer Sciences Agent and Affiliate Agent in the Department of Nutrition and Food Science, University of Maryland Extension, and the University of Maryland, College Park

Shauna’s work focuses on food safety from farm-to-fork and nutrition education.
Today’s Panelist

Anna Ribbeck
LSU AgCenter, Department of Communication

Ms. Anna Ribbeck was hired in January of 2020 as the first-ever social media strategist for the LSU AgCenter. She is also a social media influencer in the outdoor industry. In two years, Anna has increased the LSU AgCenter’s social media following by over 46K followers and driven over 300K link clicks to the AgCenter’s website. She is excited to discuss strategies for using social media to convey educational messages.
Dr. Ellen Shumaker is an Extension Associate at NC State University, where she directs outreach for Safe Plates, NC State Extension's family of evidence-based food safety programming and resources for retail, community, and home-based food safety. She designs, implements, and evaluates food safety messages throughout the farm to fork continuum. With her team, she also develops and provides food safety programs to food retailers, consumers, farmers' markets, and other community groups.
Dr. Lily Yang
The Acheson Group

Dr. Lily Yang is an Associate of Food Safety at The Acheson Group, a global food safety and public health consultant group serving the food and agriculture industries. With Dr. Nicole Arnold, Lily co-created Academic Foodiez, a social media account that aims to bring attention to and combat the spread of misinformation and pseudoscience regarding topics related to food science, food safety, and nutrition. Together, the two integrate their experiences in academia, industry, and everyday life experiences to engage and encourage collaboration, dialogue, and discussions surrounding a variety of topics around food.
Delivering Educational Messages Using Social Media: Best Management Practices

By: Anna Ribbeck, Social Media Strategist & Online Content Creator
LSU AgCenter
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION
7.91 BILLION

UNIQUE MOBILE PHONE USERS
5.31 BILLION
vs. POPULATION 67.1%

INTERNET USERS
4.95 BILLION
vs. POPULATION 62.5%

ACTIVE SOCIAL MEDIA USERS
4.62 BILLION
vs. POPULATION 58.4%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; ITU; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS. ODDH; TECHRASA; KEPOS ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES.
Who is your target audience?
Social Platforms

• Where is your audience found?
• How can you reach them most effectively?
• Know the demographics of each platform to help develop your social strategy
The Basics

- Consistent posting
- Scheduling post times for highest audience engagement
- Engaging with followers
- Content mix: video, photo, article, shared post
Content Strategies for Conveying Educational Messages

• Short-form videos for Reels & TikTok
• Livestreams
• Influencers
Reels

- Recently announced in February 2022, Reels has become a deciding factor in the Facebook & Instagram algorithm
- Reels maximum length is 1 minute
- Vertical video formats work best
- Video: [Adam Mosseri Speaks on Reels](#)
- Example: [Frying Turkeys](#)
- Example: [Crawfish Boil](#)
Live at 5 Series

**Goal:** To increase brand awareness during COVID-19 when AgCenter facilities were closed to the public.

Streaming Tool Used: **Be.Live**

**19 livestream videos** were hosted.

**Livestreams featured AgCenter agents and professors.**

Multiple livestreams partnered with other state organizations & universities
<table>
<thead>
<tr>
<th></th>
<th>Total Reach</th>
<th>Total Views</th>
<th>Total Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live at 5 Series</td>
<td>296,000</td>
<td>108,000</td>
<td>34,124</td>
</tr>
</tbody>
</table>
Live Streaming Made Easy

With Multi-Streaming, Custom Branding and Smart Comment Assistant Be.Live makes it easy to run professional live streams.

Start broadcast

700M+ viewers engaged worldwide

Facebook Live Video Solutions Partner
Partner With Influencers in Your Industry

- Influencers can help grow your engagement, increase reach and develop important relationships
No Flyers
COMMON AQUATIC WEEDS IN LOUISIANA

- Giant Salvinia (Salvinia molesta)
- Cuban Bulrush (1. minor)
- Crested Floating Heart (Strattonia crypta)
- Duckweed (Lobelia dortmanna)
- Water Hyacinth (Eichhornia crassipes)
- Southern Naiad (Myriophyllum aquaticum)
- Water Lettuce (Pistia stratiotes)

FRUIT PLANTING TIMES IN LOUISIANA
BEST TIME TO PLANT: NOVEMBER - FEBRUARY

- Rabbit-eye Blueberry (Vaccinium ashei)
- Blackberry (Rubus sp.)
- Fig (Ficus carica)
- Apple (Malus domestica)
- Pawpaw (Asimina triloba)
- Peach (Prunus persica)
- Muscadine Grape (Vitis rotundifolia)
- Pear (Pyrus communis)
- Plum (Prunus salicina & Prunus domestica)
- Oriental Persimmon (Diospyros kaki)

for all of them!
Experiment with Your Posts!
Anna Ribbeck

Follow me on social media: @annathearcher
TikTok Trends in Food Safety
Safe Plates

- Evidence-based food safety programming and resources for retail, community and home-based food safety
- Incorporate the best science available
- Videos, social media, articles, in-person trainings
Social Media
Multiple Uses

• Outbreak/recall stories
• Food safety tips
• Trending stories related to foods
• Recipes
Seasonal Posts

Seasonal trend + Outbreak info

20,000 views in 2 days
2 weeks later:
115k+ views, 20k+ likes, 391 shares
Timeless Posts

Questions about popular foods

332k views to date
2000+ shares
Recipes: Incorporating Food Safety Steps

• Text captions to highlight points
• Handwashing: 7-10 seconds at a time of a 1:20 video
• Zooming in on temperature
• “Behind the Scenes”
• Links to sources
Other TikTok Tips

- Who is your audience?
- Hashtags
- Posting frequency
- Engagement
- Credentials
Investigate what people do and why
Design targeted messages
Put info where it is consumed
Evaluate
Ellen Shumaker, PhD
ellen_shumaker@ncsu.edu
Using Instagram to Assess and Contribute to Food Safety Information Dissemination
Hi! We're Academic Foodiez!
Drs. Nicole Arnold (ECU) & Lily Yang (The Acheson Group)

🔍 Nutrition Professor + 🍩 Food Safety Consultant
🔍 Food Scientists
🔍 Serving up Science, Food Safety, & Sarcasm

@AcademicFoodiez
Social Media for Change

"See something, say something"

Engaging with the naysayers

Expanding discussion groups beyond #foodsafety

Branding

@AcademicFoodiez
Advantages of Instagram as an information platform

- Versatility of stories + posts + reels (videos)
- "Highlights" by subject area
- Intended audience
- Audience of our audience

@AcademicFoodiez
Previous social media platform

Don't Eat the Pseudoscience

Current Landscape

Need for better understanding and characterization of disseminated food safety information

Non-Affiliated

Platform not affiliated with other entities

@AcademicFoodiez
What's Happening?

• Lack of "food safety" accounts, plethora of "food" and "nutrition" accounts
• "In-club" of Influencers
• Food misinformation & fear-mongering w/ focused audience

@AcademicFoodiez
Another reason to drink raw milk (and maybe even breastfeed)? Lactoferrin.

@INNATFUNCTIONALNUTRITION

965 likes

What's lactoferrin? It's a protein whose primary function is to scavenge and bind to free iron, keeping it from feeding microorganisms... more

Influencer added this message after we messaged her regarding her “No Bake” Cake Mix Chocolate Chip Dip

*Information is still inaccurate*

RECIPE NOTE:

There is a very small risk in consuming raw flour, but if you are concerned about it, warm your cake mix in the microwave for 1 minute (until it reaches 165 degrees) before using it in this recipe. This is called heat treating. I would suggest letting it cool for 20 minutes after that so that it can cool fully. But the recipe will turn just the same, it's just an added step if you need some peace of mind!

@AcademicFoodiez

Prevalence and distribution of Salmonella in organic and... The objective of this cross-sectional study was to compare the prevalence of Salmonella and antimicrobial-resistant...
Challenges with IG

Learning Curve
- "Professional" profile for analytics
- Recently implemented ability to “like” stories (Feb 2022)

Searching Topics
Difficult as it's not related to profiles

Time to Production
Real-time versus planned content

@AcademicFoodiez
Immediate Needs

- Pregnancy Misinformation
- Target pregnancy-related food safety info
- Alignment with
  - Science-based accounts outside of food safety fields
- Amplification of
  - Science-based profiles by other food safety experts/accounts
- Funding for
  - Science-communication activities & research attached to platforms

@AcademicFoodiez
Profiles Worth Sharing

The Unbiased Science Podcast (PhDs)
public health & immunology
@unbiasedscipod

Stephanie Compton, MS
nutrition research w/ huge TIKTOK following
@steph.compton.nutrition

Jessie Hoffman, PhD
gut/microbiome
@jessiehoffman_phd

Lauren Twigge, MCN RDN, LD
RD focusing on dairy-related misinformation
JOIN US AT IAFP 2022 FOR
Hold the Phone! The Role of Celebrity Chefs and Influencers in Food Safety Messaging
@AcademicFoodiez
Questions?
Contact Information

Anna Ribbeck      aribbeck@agcenter.lsu.edu
Ellen Shumaker   ellen_shumaker@ncsu.edu
Lily Yang          lily.yang@achesongroup.com
Wenqing Xu          wenqing.xu@agcenter.lsu.edu
Shauna Henley      shenley@umd.edu
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16</td>
<td>Getting Social with Food Safety</td>
</tr>
<tr>
<td>March 17</td>
<td>Software Fair Series Part 1 - Bioinactivation &amp; Biogrowth</td>
</tr>
<tr>
<td>March 22</td>
<td>Choose Your Adventure: Which Decision should the FSQ Leader Make?</td>
</tr>
<tr>
<td>March 23</td>
<td>IAFP DEI Council - How Do I Become a Council Member</td>
</tr>
<tr>
<td>April 6</td>
<td>Chemistry and Tools: Designing Your Grocery and Food Service Sanitation Program</td>
</tr>
<tr>
<td>April 13</td>
<td>A 360° Review for Food Safety Training—Perspectives From Trainers and Business Owners</td>
</tr>
<tr>
<td>April 21</td>
<td>Processing Environment Monitoring in Low Moisture Foods Production: Setting Up a Meaningful Program</td>
</tr>
<tr>
<td>April 26</td>
<td>Foundations of Produce Safety in Hydroponic and Aquaponic Operations</td>
</tr>
</tbody>
</table>
Be sure to follow us on social media

@IAFPFOOD

InternationalAssociationforFoodProtection

international-association-for-food-protection

IAFPFood
This webinar is being recorded and will be available for access by IAFP members at www.foodprotection.org within one week.

Not a Member? We encourage you to join today.
For more information go to: www.FoodProtection.org/membership/

All IAFP webinars are supported by the IAFP Foundation with no charge to participants.

Please consider making a donation to the IAFP Foundation so we can continue to provide quality information to food safety professionals.