

Food Safety Education PDG invites you to our webinar

GETTING SOCIAL WITH FOOD SAFETY

From Facebook and YouTube to Instagram and TikTok, social media continues to evolve. This webinar aims to provide participants with a fresh perspective of using social tools for food safety education by focusing on two relatively new platforms — Instagram and Tiktok.

MARCH 16, 2022
10 - 11 AM Eastern

Moderators:

Wenqing Xu
Louisiana State University
Chair of Food Safety
Education PDG
Shauna Henley
University of Maryland
Vice Chair of Food Safety
Education PDG



ANNA RIBBECK

LSU AgCenter Social Media Strategist

Ribbeck will present best management practices to convey educational messages via social media.



ELLEN SHUMAKER, PhD

NC State University Safe Plates

Dr. Shumaker will share the Safe Plates Team experience of using TikTok for food safety education.



LILY YANG, PhD

AcademicFoodiez

Dr. Yang will speak on behalf of AcademicFoodiez (co-created with Dr. Nicole Arnold), an Instagram-based platform combatting misinformation and pseudoscience regarding food safety and nutrition topics, to discuss their strategies and impact.

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