

# NEXT LEVEL SOCIAL MEDIA GUIDE

We know that clients and patients access their nutrition information on a variety of social media channels, so it's important that Health Professionals have a presence on these platforms to provide accurate and evidence-based information and correct the misinformation. A recent research study that audited nine of the most popular UK social media influencers who were posting about weight management, found that the majority (8 influencers) had inaccurate information about weight loss and the only evidence-based influencer was a nutritionist registered with the Association for Nutrition.



This handout is designed to build on our previous handout, **“HOW-TO GUIDE FOR EXCELLENT (AND EVIDENCE-BASED!) TWEETS, POSTS AND VIDEOS”**

where we covered; creating evidence-based content, building your audience & increasing engagement. This guide covers additional tips & best practices used by social media marketing professionals & influencers to help you elevate your social media presence.

## DESIGN, IMAGERY & BRANDING

Choosing the right design & imagery for your brand says a lot about who you are and what you care about. Making sure your content looks appealing will help you stand out from the crowd.

### □ **BRANDING**

Decide your brand colours, fonts & imagery style and stick with it so you are immediately recognizable. Think about the types of colours that you are naturally drawn towards, what represents you and feels aligned. Play around on programs such as Canva to make a logo, fonts, templates and colour schemes. Canva provides many logos, social media templates, fonts, ideas and images to help you. Think about making it clear, impactful, and 'on brand'. It's also a good idea to put your company's logo on the original image or template you create. This ensures that your brand logo is seen by more people if it's shared!

### □ **MAKE YOUR POSTS SHAREABLE**

Include simple yet eye-catching infographics or facts that people will want to share. Ensure your logo is on the graphic/post tile too, to make sure you have your branding on it! With people scrolling endlessly on social media, you have little time to catch their attention, so posts that are easy to understand and remember often work best. Ensure messages are clear, concise, and shareable. Remember, you can expand on these ideas within the captions if you want or add a carousel of images and info.

### □ **THE IMPORTANCE OF A WELL-THOUGHT-OUT INSTAGRAM GRID**

Use planning tools (discussed later in the document) to see what your feed will look like with new posts and utilise the ability to move posts around before you publish. Some accounts focus on text tiles on their grid, some on selfie-style pictures, and others on food - every account is different. It's best to think about what type of information you're looking to share, and what the best way to display this is. Consistent colours, fonts and photo style can help make a feed look curated.

### □ **DON'T SHORTCHANGE YOUR BIO**

Your bio is one of the first things people will see when they visit your profile. It's only 150 characters so be precise!

### ✓ **TOP TIPS:**

share your profession/position (Dietitian, ANutr etc), where you work (if relevant), main interests, a way for people to contact you, and a website (you can add one link in your bio).



# CHANNELS – FROM TIKTOK TO IGTV TO FACEBOOK LIVE

In this section, we will showcase the variety of platforms and features beyond the standard feeds on Instagram, Twitter & Facebook that you can utilise to target different audiences.

## WHAT IS TIKTOK & WHO USES IT?

TikTok is a social network for sharing user-generated videos, known for people lip-syncing or dancing to songs. You can also like, follow, and direct message other users. This platform has evolved over the last few months, with many industries taking advantage of the opportunity to communicate messages in a short time – the average is 15-60 seconds. Although TikTok was first aimed at a teen audience, about 40% of users are young adults (ages 18-24), and their older audience is growing.



### ✓ TOP TIPS

Use vertical video (usually viewed on smartphones), add hashtags, interact with other users, post regularly and upload high quality, useful videos!

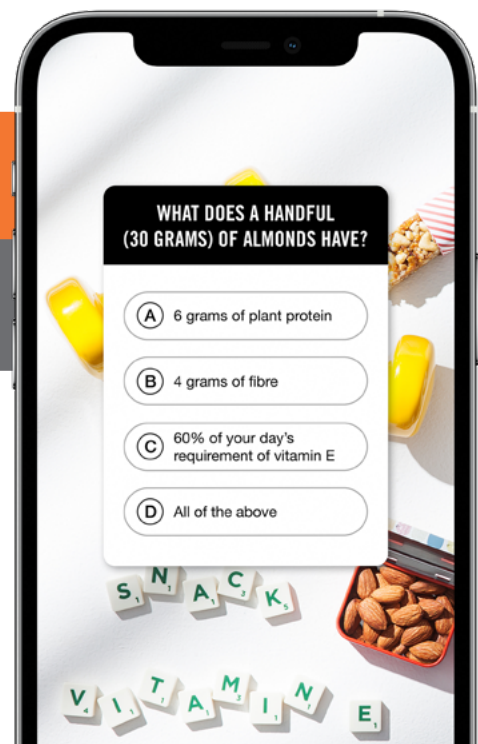
### ✓ CONTENT IDEAS

Recipes, myth busting, fun facts, 10 facts about you, review of a document, a day in the life, favourite products, how-tos.

For example, you can create a video that explains the difference between “good” unsaturated and “bad” saturated fats and hold up some foods as examples such as a 30-gram portion of almonds (around 23 almonds can be held in your hand to demonstrate the correct portion size).

## AN EXAMPLE OF WHAT WORKS... QUIZ CONTENT

### ✓ IG QUIZ



# CHANNELS – FROM TIKTOK TO IGTV TO FACEBOOK LIVE

## BEYOND THE GRID ON INSTAGRAM

There is so much more to Instagram that will help deliver your message and drive engagement. Here are a few to try!

### STORIES

These appear in circles at the top of the app, and you can upload content (images, writing, video, etc) that's live for 24 hours before disappearing. People can view the story as many times as they want within that period. Be sure to also make use of all the functions such as location, gif, hashtag, music, poll, question box, DM me feature or countdown to name a few!

### IGTV

You can share videos up to 1 hour long, however these are typically 1-15 minutes. Note that it's best to share vertical video.

### LIVE VIDEO

These are different to IGTVs or stories, as users can get a notification that you're live, followers are able to comment or like the video, and the video is gone after you end it (it does not save to your account).

### HIGHLIGHTS

These can be added to your profile and it's a great way to save key information for your followers, and newbies, to your profile! They are a permanent feature, but you can edit them whenever you like. Great for info such as 'get to know me', 'key messages', 'favourite recipes' etc.

### REELS

The newest feature is Instagram's version of TikTok and a great way to create short (up to 60 seconds) videos that you can edit straight from your phone. You can add text, music, hashtags, and stitch videos together... everything you need to make an impactful video!

### OTHER IDEAS TO USE ACROSS THESE FEATURES

Consider a Q&A with another colleague or a friend, ask questions on a poll on Instagram Stories, or help spread evidence-based info by sharing other posts you like in stories or in your feed.

✔ **TOP TIPS:** Be yourself, find what medium works for you and do not be afraid to try something new! Everyone's first Instagram story talking to the camera will be awkward. Your first Instagram live will feel strange, your first IGTV will feel odd, but give it a try!

✔ **CONTENT IDEAS:** Same as above with the TikTok ideas - ensure they are relevant to the messages you are conveying. Be clear, be concise and be engaging and most of all, be you!



# CHANNELS – FROM TIKTOK TO IGTV TO FACEBOOK LIVE

## FACEBOOK AS A MARKETING TOOL – GROUPS & PAGES

Facebook is a great way to reach a different audience, to interact in a longer form, and to have more of a discussion-based conversation. You're able to share polls, link to articles, speak in a longer format more easily, and create a community of like-minded people in one place.

### GROUPS

Facebook groups are a powerful marketing tool, helping you attract new customers and engage current ones with exclusive content, community, and support. Groups is a fantastic way to build a community, where members can interact and share interests or experiences! There are three privacy settings to choose from; public, private & visible or private & hidden. Facebook pages are there to generate a loyal, authentic online community.

#### PUBLIC

Anyone can see content within public groups. They can also view who's in the group. On the plus side, there'll be no barrier to join the group. If there are too many people, themes of conversations, the group can become diluted and difficult to moderate.

#### PRIVATE & VISIBLE

The group will still be visible within searches, but potential members will need to be accepted by administrators. Only members within the group can see posts and comments, and these are generally easier to moderate as interests can be kept specific to the group's purpose.

#### PRIVATE & HIDDEN

These groups will not be visible in searches. Like the private & visible groups, only members can see posts, and any member needs to be invited to join. These are good if you're looking to create a super bespoke, specialised group, yet can be a lot of time to build as all the work is yours to invite members.

#### TOP TIPS

Schedule posts within your group to build engagement and take the pressure off the continual creation of content. Create a clear code of conduct, post welcome messages regularly and engage with your audience! Groups can be a great place to gain feedback, customer insight, connect with members and give members bespoke information they would not otherwise get from you.

### PAGES

Facebook pages serve the same purpose as your own personal profile; they're a platform for broadcasting a point of view and creating an authentic, public presence with pictures and posts.

A business Facebook page should be created to be public-facing, have a place for updates, contain practical information such as opening times, phone numbers and email addresses, plus call-to-action messages. This page will be visible to anyone who searches for the company via a search engine. However, there is an option to make this page public, private or secret should you wish.

#### TOP TIPS

Add a recognizable profile picture and engaging cover photo. Add a call to action button (such as "Book Now") and answer any practical questions your audience may have.

# BEAT THE ALGORITHM

The social media algorithm is complex, but here are some top tips to beat the algorithm and stay seen and relevant.

## **POST QUALITY CONTENT REGULARLY**

If you post every day but don't get any engagement, this won't help your ranking in the algorithm. Consistency is key - create daily content, if you can, that is relevant and interesting to your niche.

## **BE ACTIVE IN SOME WAY EVERY DAY**

Use a variety of content to allow your followers to get to know you, your work and your page! Try a combination of videos, posts, lives and IGTV! Treat comments like a conversation and don't be afraid to show your personality.

## **CREATE CONTENT THAT YOU THINK WILL BE SHARED**

This will send you up the pecking order in the algorithm. Infographics are great for this and knowing what your audience wants to read is also helpful. You will be able to see how many people engaged, commented or shared your posts in the insights section on your IG page.

## **ENCOURAGE ENGAGEMENT IN YOUR POSTS**

Write engaging captions, ask questions and be personable! Asking questions will encourage people to talk and feel comfortable to comment, so make sure you reply to all the comments and create a relaxed environment

## **POST DURING PEAK HOURS**

If you have a business account (you can swap to one by going to your settings), you will be able to view what day and which time of the day most of your audience is online, and therefore likely to engage with your content.

## **USING HASHTAGS**

Use a combination of niche and broader hashtags and not too many! 30 is the maximum allowed limit. Different accounts work with different hashtag strategies, but in general it's suggested to use around 10 to cover relevant hashtags to your post with a mix of broad and niche terms and words. People can search for content via hashtags so it's important any hashtags used are relevant to the post as it will allow more people to find your content. You can use the hashtag search on Instagram to help you see which hashtags have the most posts associated to them, which will help you build your hashtag list!

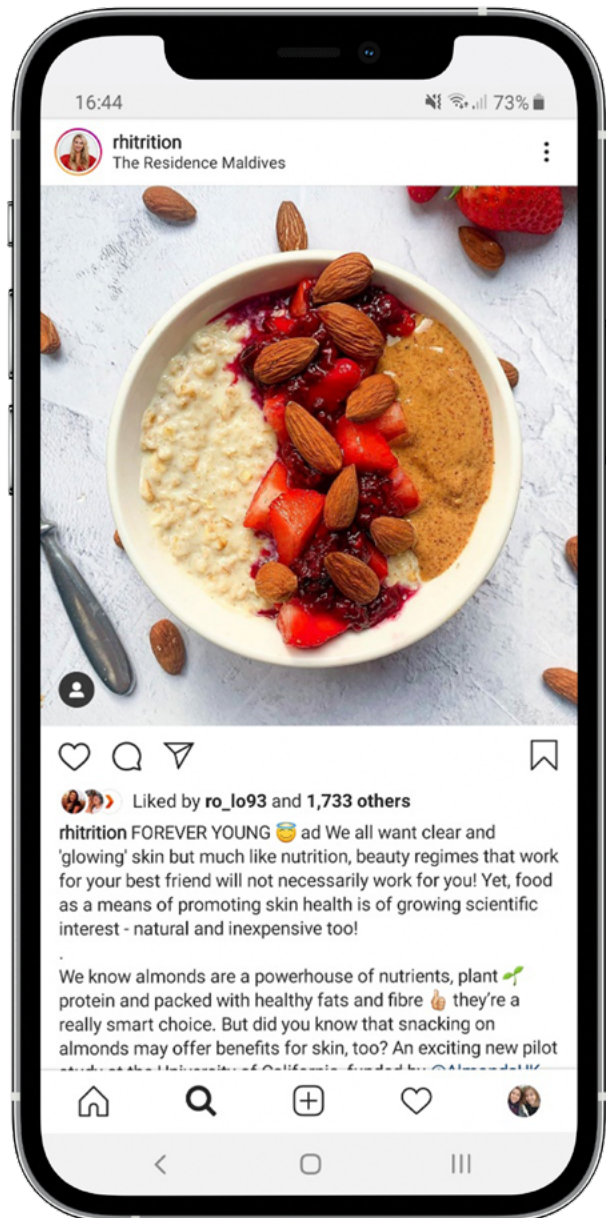
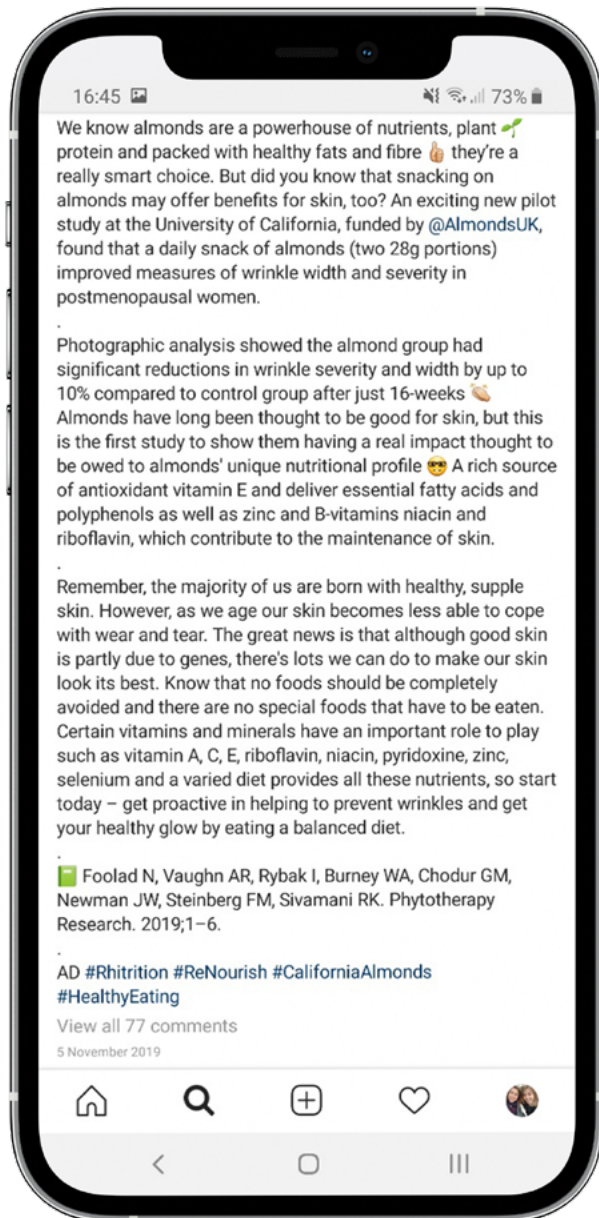
\* For Twitter, the most effective posts have 2-3 hashtags.



# BEAT THE ALGORITHM

## BEST PRACTICE EXAMPLE:

Here is an engaging Instagram post.



# SOCIAL MEDIA SCHEDULING & PLANNING TOOLS

Scheduling and planning tools are an effective way to help you save time. They all vary in usability, what their free version offers, and have varying paid versions that unlock different functions. These apps allow you to easily upload posts, schedule content to be posted automatically, as well as giving the option for bulk creation of content. Bulk creation of content and captions is a great way to save time and create a visually pleasing feed whilst still allowing social media to be enjoyable and not a drag!

## **PREVIEW**

Allows scheduling, design, editing, and analysis of your Instagram business account. You can drag and drop your planned posts to see the aesthetic of your planned feed, too!



## **HOOTSUITE**

Scheduling, planning and performance review with other features.



## **LATER**

A really easy interface to use both on desktop and mobile. You can import photos, see planned posts and save hashtags to save even more time.



## **SCHEDUGRAM**

This app allows you to preview your feed and schedule posts and IG stories, with the option to pay to have additional hashtag features.



ScheduGram

## **PLANOLY**

This app is based on building the right Instagram aesthetics. It allows you to plan your feed, analyse your data, and helps you to organise your feed.

**PLANOLY**

Ultimately, these apps all do very similar things. It's best to try a couple out, see what functionality you get on best with and then evaluate if the paid versions would help you further. Test and learn!





## SUMMARY

Here is a **summary** of a recent heart health study for content inspiration.

Vita Dikariyanto, Leanne Smith, Philip J Chowienczyk, Sarah E Berry, Wendy L Hall. **Snacking on whole almonds for six weeks increases heart rate variability during mental stress in healthy adults: a randomized controlled trial.** *Nutrients* 2020, 12(6), 1828; <https://doi.org/10.3390/nu12061828>.

### THE STUDY

- This randomized, controlled parallel dietary intervention study investigated the effects of almond consumption on cardiometabolic risk factors in adults with above average risk of CVD. The study looked at the impact of almonds vs. a control food designed to provide the same number of calories and carbohydrate/fat/protein composition to match average snack intakes in an adult UK population.
- Adults 30-70 years old (n=51 in almond group, n=56 in control group) consumed 20% of their calorie requirements as whole roasted almonds or a control food for 6 weeks. Cardiometabolic risk factors were measured, including endothelial function (flow-mediated dilation), heart rate variability, liver fat, insulin resistance, blood cholesterol and triglycerides, and body composition.
- Prior to beginning the study, a separate 3-week trial was conducted to ensure that the control food had a neutral effect on lipids, blood pressure and body weight/composition.
- Participants had their heart rate (HR) and heart rate variability (HRV) measured in 5-minute periods at resting and during mental stress.
- Real-time HRV was measured before (resting) and during a Stroop test (mental stress) while participants were in a supine position by using an ambulatory/ECG monitor. The 5-min stress test was performed 15 minutes after recording resting HRV values.
- The HRV parameters including high frequency (HF) and low frequency (LF) power and the LF/HF ratio were measured using a chest-worn heart rate monitor and specialized analytical software.

### RESULTS

- There were no changes in body weight and total energy intakes of both the almond group and the control group did not differ, but the almond group had improved diet quality (high fiber, favorable ratio of unsaturated fats to saturated fats, increased magnesium, potassium, vitamin E and riboflavin; and decreased total carbohydrate, starch, free sugars and sodium).
- During mental stress (Stroop test), HF power was higher following almond treatment by 124 ms<sup>2</sup> (95% CI 11, 237), relative to control. The LF/HF ratio was lower by -1.0 (95% CI -1.9, -0.1) relative to control. No differences were found in other indices during mental stress.
- In the resting state, there were no significant differences between treatment groups in the change in HRV indices following intervention.

### CONCLUSION

This study provides new research findings about how almonds can be part of a heart healthy diet, affecting risk factors including the body's response to mental stress. Eating almonds in place of typical snacks can diminish the drop in HRV that occurs during mental stress, thereby improving cardiac function. This dietary strategy has the potential to increase cardiovascular resilience to mental stress, along with other heart health benefits of consuming almonds such as lowering LDL-cholesterol and improving the function of blood vessels.

### STUDY LIMITATIONS

Limitations of the study were the fact that there were some differences between groups in cardiometabolic disease risk factors at baseline. Also, the participants were free-living, and although almond compliance was confirmed, it is possible there is potential for some inaccuracies in their reported food intake. Finally, more research is required because the mechanism for the increase in HRV are unknown.