

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.

Today's Panelist



Dr. Ellen Shumaker

North Carolina State University

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.

Today's Panelist



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

JAN
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



we
are
social

7.91
BILLION

URBANISATION

57.0%

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION

67.1%

INTERNET
USERS

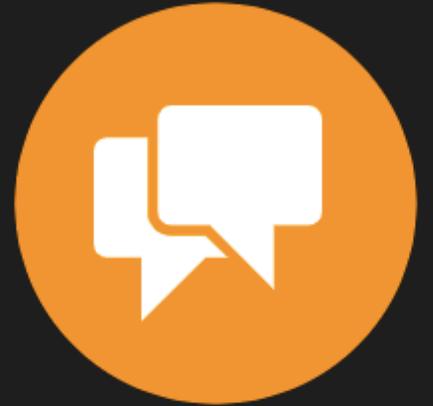


4.95
BILLION

vs. POPULATION

62.5%

ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

vs. POPULATION

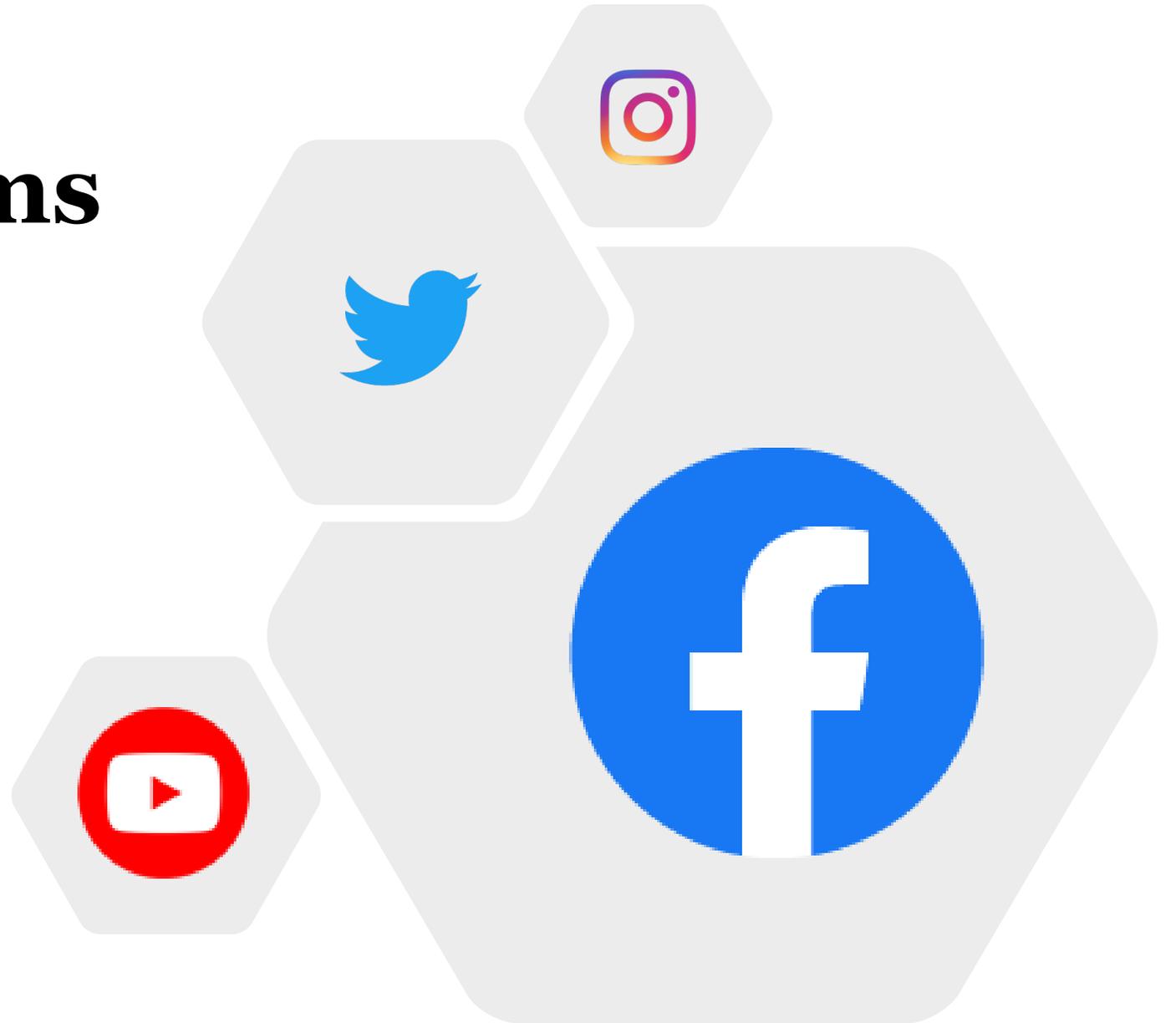
58.4%

**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



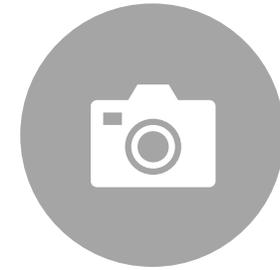
CONSISTENT POSTING



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.

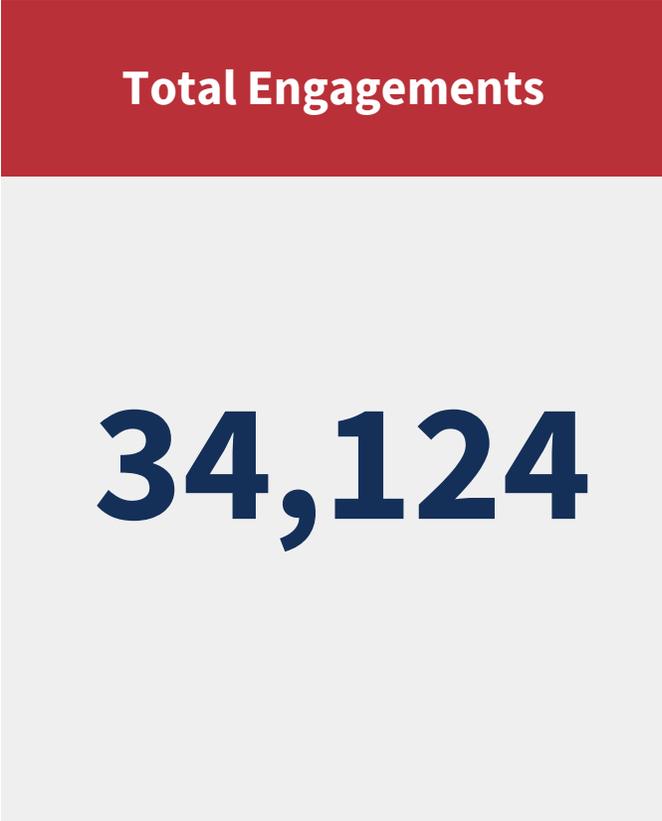
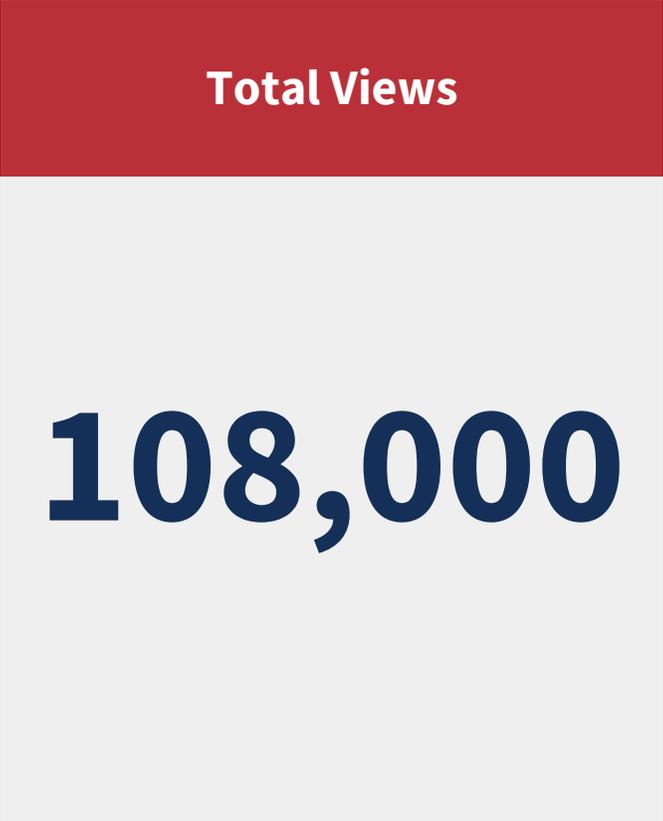
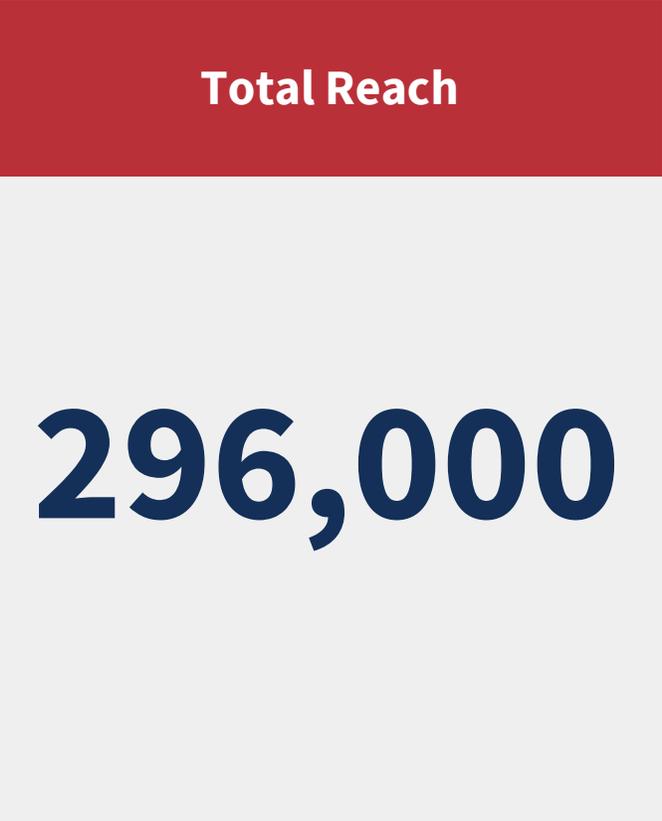
Livestreams featured AgCenter agents and professors.

Multiple livestreams partnered with other state organizations & universities



The image shows a screenshot of a Facebook livestream interface. At the top, three video thumbnails are displayed side-by-side, each with a blue border. The first thumbnail shows a woman with long brown hair and glasses, wearing a purple top, gesturing with her hands. The second thumbnail shows a man with a beard and a blue shirt with 'LSU' on it. The third thumbnail shows a man with glasses and a beard, wearing a light-colored shirt. Below the thumbnails is a video player with a play button and a progress bar. To the right of the player, the text '5/14/2020, 5 PM CDT' and '@LSUAgCenter' is visible. Below the player, there is a post from 'LSU AgCenter..' with a small thumbnail of the two men and the text 'Join us for a LIVE v ecology. Ask any tu'. Below the post, the text '01:13:02 · Was Live: 03/26/20' is visible. On the right side of the interface, there is a graphic for 'LIVE at 5' with a play button icon. Below the graphic, there are two profile pictures and names: 'Glen Gentry, Resident Director of the Idlewild Research Station/ Feral Swine Specialist' and 'Jim LaCour, State Wildlife Veterinarian at Louisiana Department of Wildlife and Fisheries'.

Live at 5 Series



Be.Live



Features ▾

Pricing

Blog

Live Shopping

My Profile

Start Broadcast

Live Streaming Made Easy

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

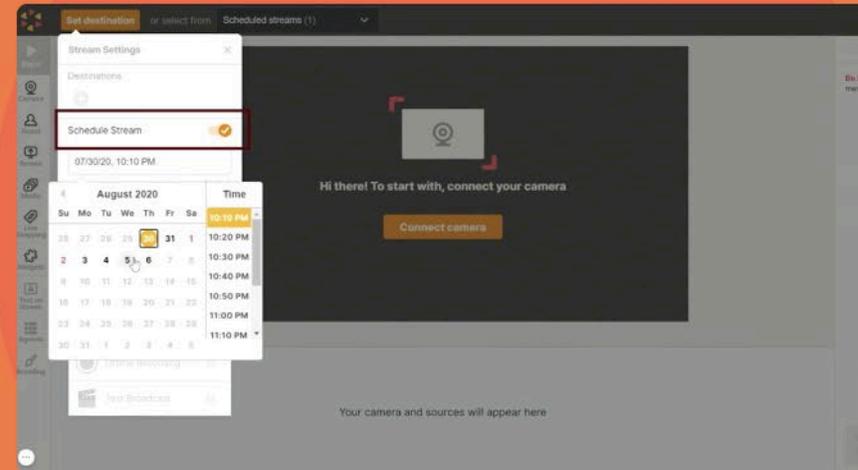
Start broadcast



700M+ viewers engaged worldwide



Facebook Live Video Solutions Partner

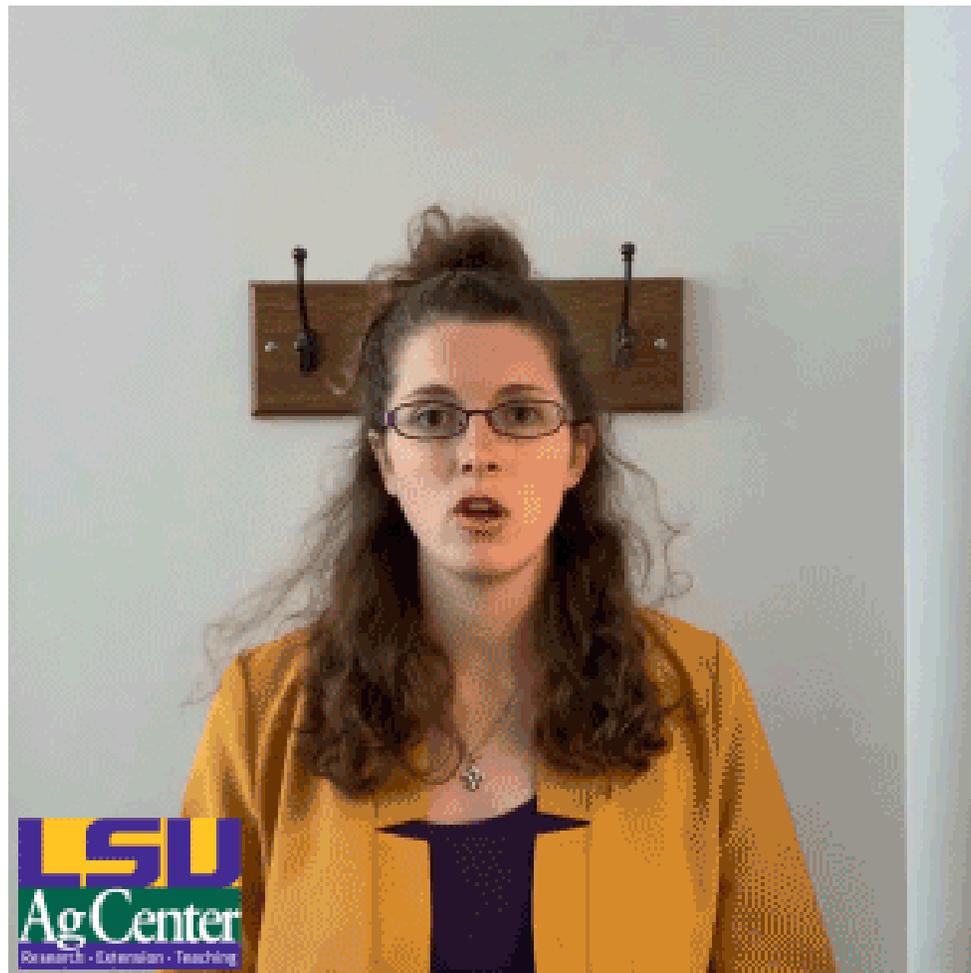


Partner With Influencers in Your Industry

- 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
(*Cyperus blepharoleptos*)



COMMON SALVINIA
(*Salvinia minima*)



DUCKWEED
Common duckweed (*Lemna minor*)
Dotted duckweed (*Landoltia punctata*)
Giant duckweed (*Spirodela polyrrhiza*)



CRESTED FLOATING HEART
(*Nymphoides cristata*)



HYDRILLA
(*Hydrilla verticillata*)

WATER HYACINTH
(*Eichhornia crassipes*)



WATER LETTUCE
(*Pistia stratiotes*)



SOUTHERN NAIAD
(*Najas guadalupensis*)



FRUIT PLANTING TIMES IN LOUISIANA

BEST TIME TO PLANT: NOVEMBER - FEBRUARY

for all of them!



Apple
(*Malus domestica*)



Rabbiteye Blueberry
(*Vaccinium ashei*)



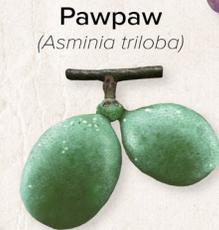
Blackberry
(*Rubus sp.*)



Fig
(*Ficus carica*)



Muscadine Grape
(*Vitis rotundifolia*)



Pawpaw
(*Asimina triloba*)



Peach
(*Prunus persica*)

Pear
(*Pyrus communis*)



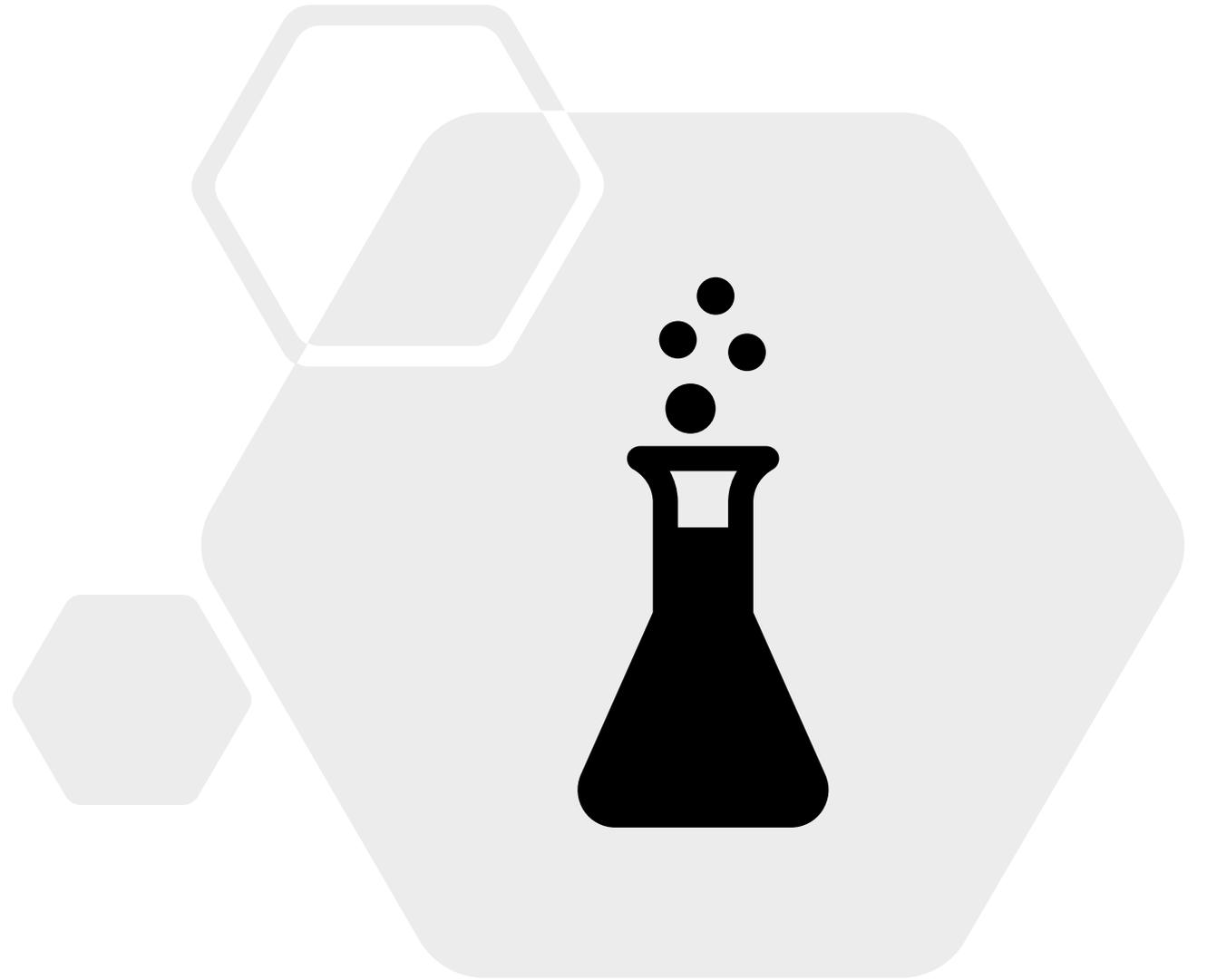
Oriental Persimmon
(*Diospyros kaki*)



Plum
(*Prunus salicina & Prunus domestica*)



Experiment with Your Posts!





Follow @lsuagcenter



Anna Ribbeck

Follow me on social media:
[@annathearcher](#)



TikTok Trends in Food Safety



Safe Plates

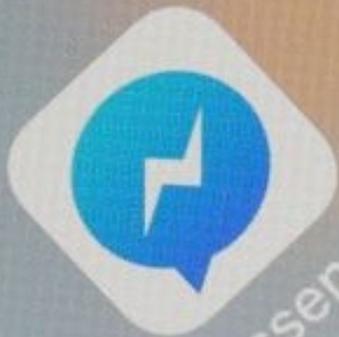
- Evidence-based food safety programming and resources for retail, community and home-based food safety
- Incorporate the best science available
- Videos, social media, articles, in-person trainings



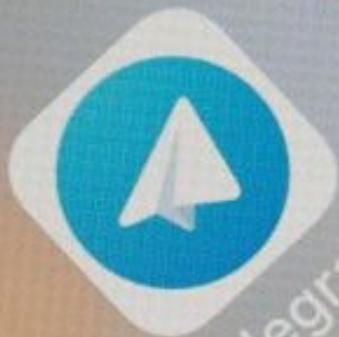
Social Media



Twitter



Messenger



Telegram



Snapchat



TikTok



Google



Instagram

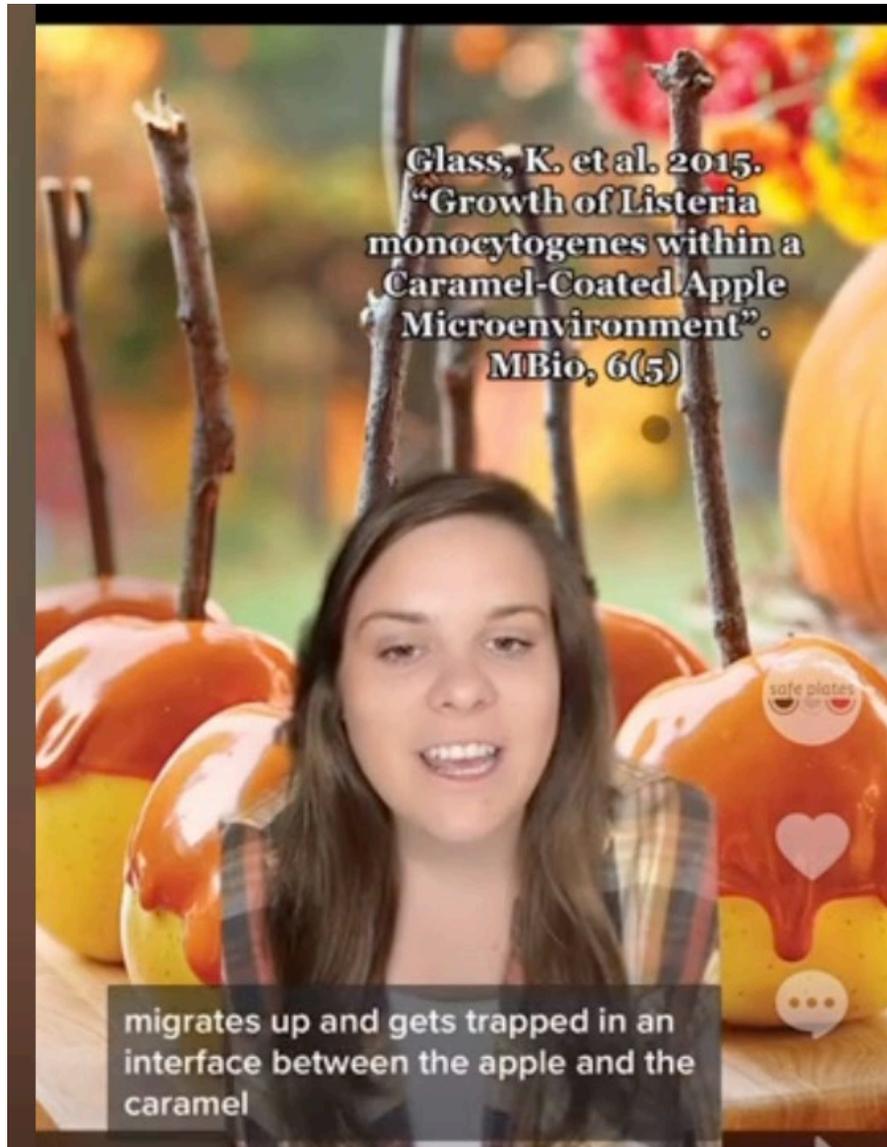


Facebook

Multiple Uses

- Outbreak/recall stories
- Food safety tips
- Trending stories related to foods
- Recipes





Seasonal Posts

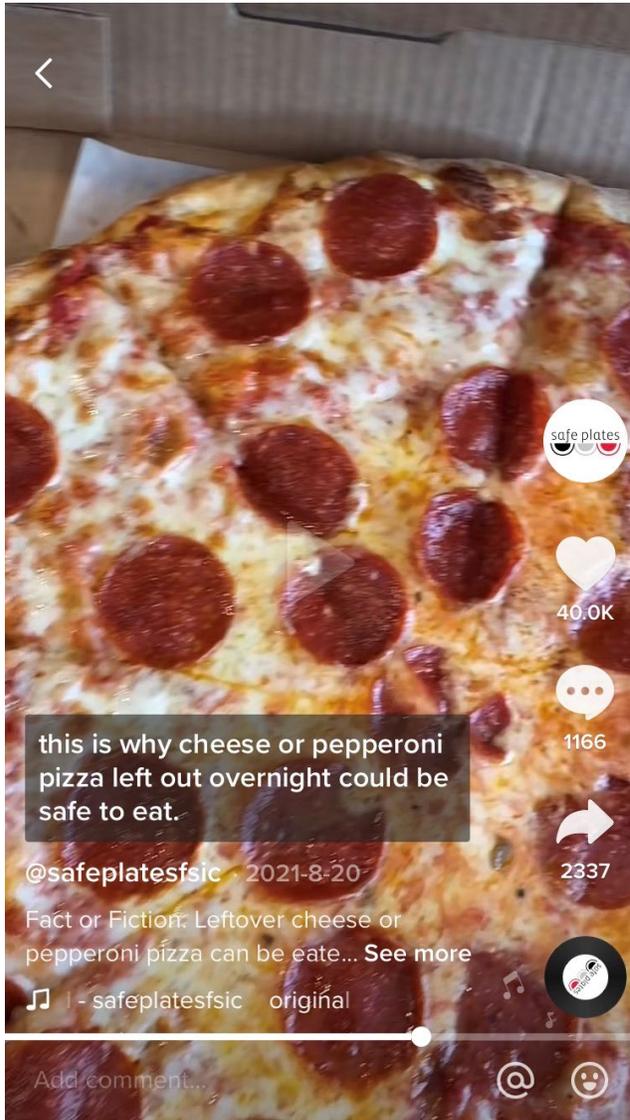
Seasonal trend +
Outbreak info

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



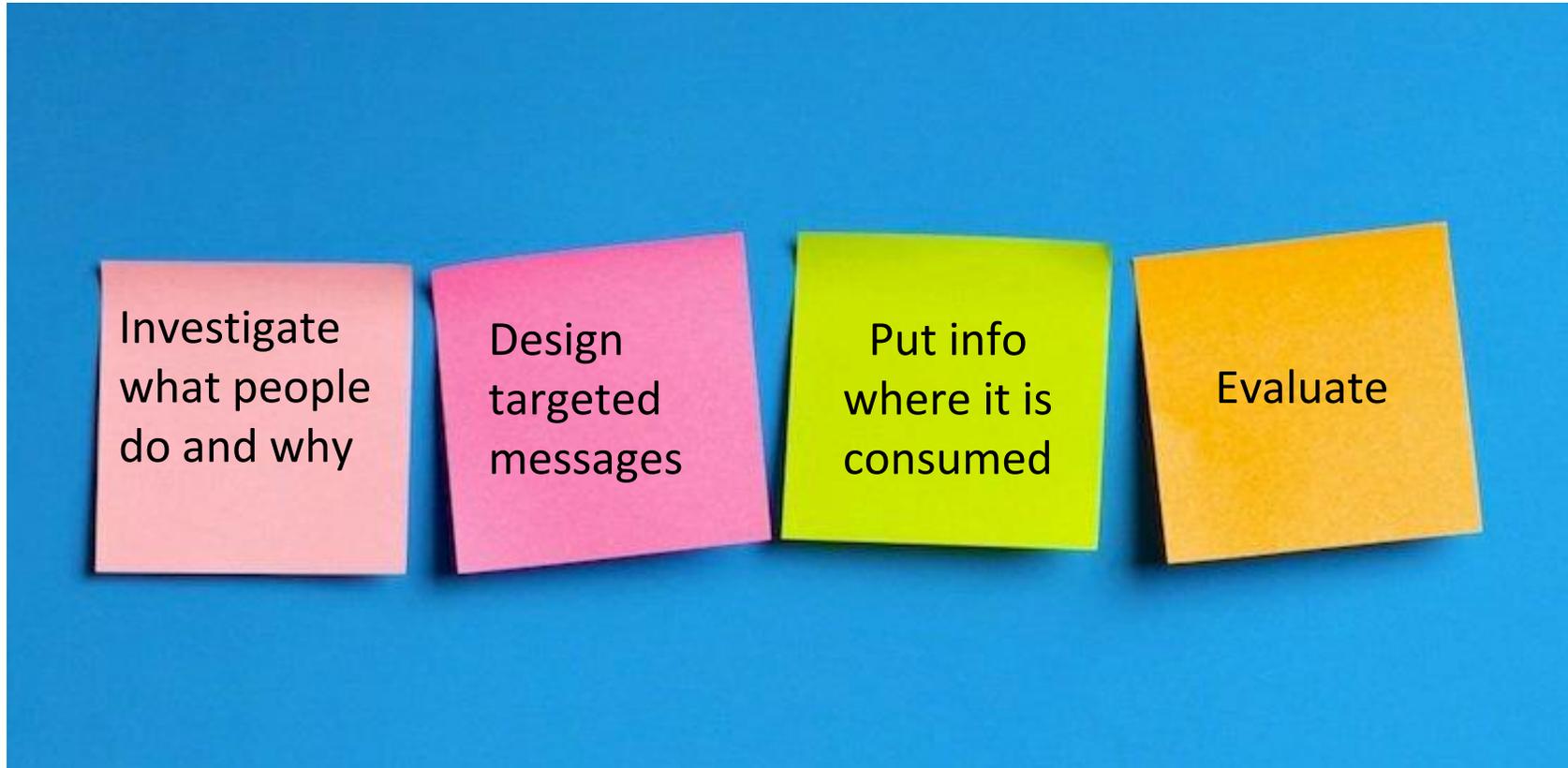
Recipes: Incorporating Food Safety Steps

- 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





Ellen Shumaker, PhD
ellen_shumaker@ncsu.edu



Using Instagram to Assess and Contribute to Food Safety Information Dissemination



@AcademicFoodiez

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





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



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

WHY?

ARE THERE ANY FOOD ACCOUNTS OUT THERE NOT SPREADING MISINFORMATION!?

@jordanleedooley shared this and we have no idea why @skinnyhangover liked it?

@realfoodology does have an MS degree and should know better than to use fear-mongering words like

"health disrupting"
"notorious"
"douse"

saying plant milks "cause" cancer issues is pretty outrageous in itself

realfoodology
Los Angeles, California

Don't eat the pseudoscience

Almonds, soy and oats...

They are doused in health disrupting chemicals. The most notorious being glyphosate, which is known to cause cancer, gut + endocrine issues.

@realfoodology



guarnaschelli

10,280 posts 1m followers 698 following

Alex Guarnaschelli The "ICAG"
Chef
"A smile is the chosen vehicle of all ambiguities" —Herman Melville
alexguarnaschelli.com

screenshot from chef
@guarnaschelli



Ask me anything

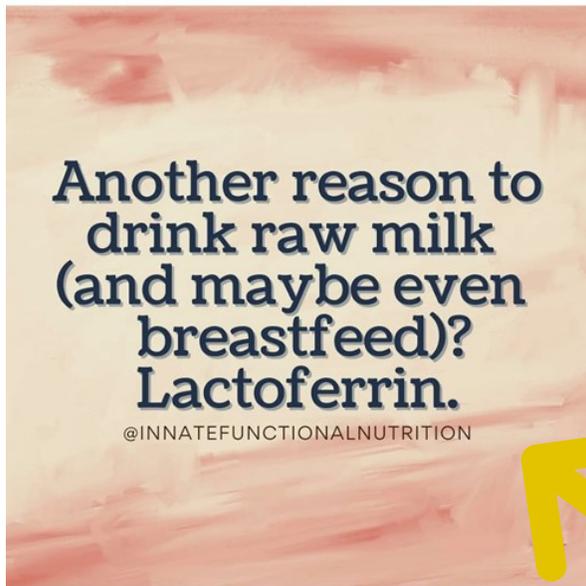
Rinse or don't rinse chicken ??

I generally don't. If it feels a touch "sticky" but has NO aroma, I rinse and pat dry. Any aroma, I discard. Hate to waste but do not play with chicken...

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



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



FRI 12:28 PM
Thanks for taking the time to send this
It looks like this study sampled at farms that supported broiler production (bred for meat). We don't see where there is any mention of salmonella prevalence related to shell eggs within this study.
Are there any studies that support salmonella prevalence is higher in organic shell eggs vs conventional eggs (in reference to the information shared via social media)?
Seen Friday

THU 2:21 PM
Hi! Would you be able to share the studies/references representing that organic eggs have lower salmonella counts/prevalence vs conventional eggs. We are interested in reading them. Thank you in advance!
-Nikki & Lily

FRI 10:45 AM
Hi - of course!
<https://pubmed.ncbi.nlm.nih.gov/20617937/>
PubMed.gov
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...



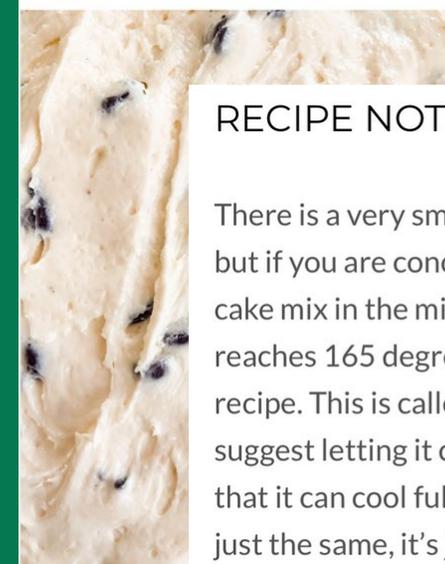
Frequently left on "seen" if information doesn't match what they believe

More Examples

- WHAT YOU'LL NEED
- yellow cake mix (like I said, any will work)
 - vanilla yogurt
 - cool whip
 - chocolate chips

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 out just the same, it's just an added step if you need some peace of mind!





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

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

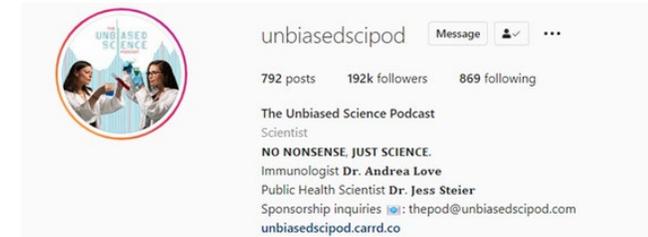
Science-communication activities & research attached to platforms

Profiles Worth Sharing

The Unbiased Science Podcast (PhDs)

public health & immunology

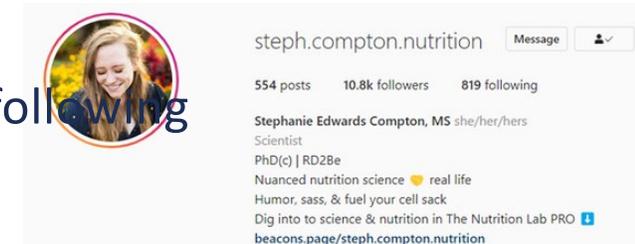
@unbiasedscipod



Stephanie Compton, MS

nutrition research w/ huge TIKTOK following

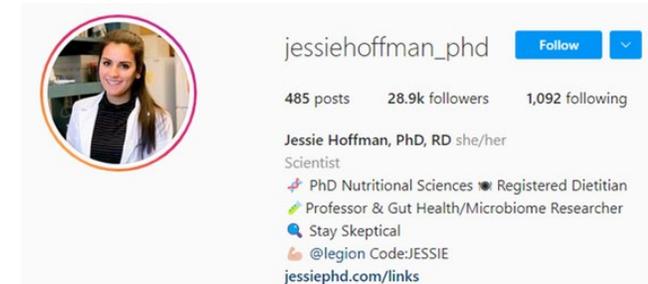
@steph.compton.nutrition



Jessie Hoffman, PhD

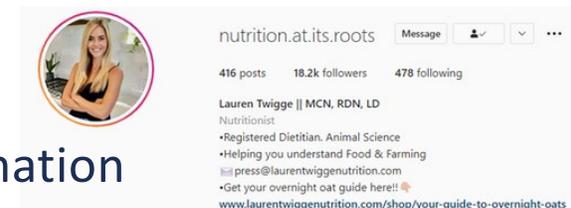
gut/microbiome

@jessiehoffman_phd



Lauren Twigge, MCN RDN, LD

RD focusing on dairy-related misinformation



Thank
· Y · O · U ·

JOIN US AT IAFP 2022
FOR

*Hold the Phone! The Role of Celebrity Chefs
and Influencers in Food Safety Messaging*



@AcademicFoodiez



Questions?

Contact Information

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Shauna Henley	shenley@umd.edu

UPCOMING WEBINARS

- March 16 Getting Social with Food Safety
- March 17 Software Fair Series Part 1 – Bioinactivation & Biogrowth
- March 22 Choose Your Adventure: Which Decision should the FSQ Leader Make?
- March 23 IAFP DEI Council – How Do I Become a Council Member
- April 6 Chemistry and Tools: Designing Your Grocery and Food Service Sanitation Program
- April 13 A 360° Review for Food Safety Training–Perspectives From Trainers and Business Owners
- April 21 Processing Environment Monitoring in Low Moisture Foods Production: Setting Up a Meaningful Program
- April 26 Foundations of Produce Safety in Hydroponic and Aquaponic Operations

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InternationalAssociationforFoodProtection



@IAFPFOOD



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IAFPFood

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