



Dietechnologies and Social Media for Nutrition Professionals

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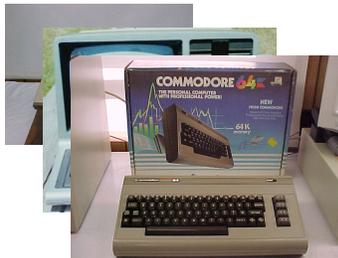
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Evolving Personal Computers (PC)

1978-1982

- Atari 400
- TRS80 (Radio Shack/Tandy)
- Commodore 64



"640K ought to be enough for anybody." -- Bill Gates, 1981

Evolving Personal Computers (PC)

Today

- IMacs (Apple)
- PCs - aka: Clones
- Laptops
- Hand-held Devices



Current and Evolving Uses of Computer Technologies for Nutrition Professionals

- Personal Computers (PCs)
- The Internet
- Diet-related software programs
- Personal Digital Assistants (PDAs)
- Smartphones
- GPS devices
 - Watches
 - Phones
- Portable indirect calorimeters
- Accelerometers



Home Computers Demand Information

1982 - Networking over phone lines creates beginnings of the 'Internet'
1993 - Internet becomes graphic oriented
1995 - Major online providers: Prodigy, CompuServe and AOL



The Internet Today

- 2.5 billion million readers (34% of world population, was just 6% of 2000!)
- 273 million in North America alone
- International Markets: Central America, Asia, Australia, Europe, India
- Networking: email list servers, professional associations, social media



Dietitians on the Internet

- Content Providers
- Sales
- Networking
- Private Practice



Common Sites Used Professionally

- Websites
- Blogs
- Linked-In
- Facebook
- Twitter
- Pinterest



Pick your URL

- Get a simple domain name
 - Easy to spell
 - Not too lengthy
- Example: (which is better?)
 - TheHawaiiDieteticAssociation.org
 - HAD.org
 - EatrightHawaii.org



Market your Domain Name

- Stick to it!
 - Scanfit.org (vs)
 - Scandpg.org
- Include URL everywhere
 - Business cards
 - Letterhead
- Use Facebook, Twitter, LinkedIn, etc.. To cross-promote your website



Building the Site

- Free servers: your ISP (Internet service provider), freeservers.com
- Cheap servers: your ISP, Godaddy.com



WYSIWYG

- HTML editors reduce need to higher techies for basic websites
 - Dreamweaver
 - Bluefish
 - Hotdog
- More advanced sites may require initial programming, but should include a content management system
 - Database driven: ASP, Coldfusion, etc...



Keyword: Nutrition

- 97,000,000 results in Bing.com
- 246,000,000 results in Google.com
- 99,000,000 results in Yahoo.com



The Search

SEOReligion.com



Search Engine Optimization (SEO)

- Good keywords, titles, and description tags
 - Much match content of webpage
 - Not blatantly repetitive
- Links to relevant pages that are also well-ranked
- Cross-linked with other websites and pages related to topic
- Keep content fresh: update often
 - Good for SEO
 - Gives visitors a reason to return

Marketing

- Facebook Fan Page
 - Facebook advertising
- Twitter
- Google Adwords
- Advertise on other websites
 - Private practice? Think local.
- Find-a-Dietitian – Eatright.org



External Promotion

- Cross link with other nutrition professionals or organizations. Ask, ask, ask...
- Get listed on Eatright.org
- List with your DPG
 - NE – Nutrition Entrepreneurs
 - DBC – Dietitians in Business Communications
 - FCP – Food Culinary Professionals



Internet Community

- Networking: email list servers, nutrition networks, professional associations
- Social Media
 - Facebook, Twitter, LinkedIn, Pinterest
- Blogging
 - Blogspot.com
 - Typepad.com
 - Wordpress.com





Social Media Networking

- User-created,
- User-published,
- User-disseminated,
- Socially-shared communication

The Power of Social Media

- <http://www.youtube.com/watch?v=ZOzsOkMFgHE>
- Years to reach 50 million
 - Radio: 38 years
 - TV: 13 years
 - Internet: 4 years
 - iPod: 3 years
 - Facebook: added 200 million in less than a year
- If Facebook were a country, it would be the 3rd largest

Blogging

- Blog = “web log”
- Simple, entry-based commentaries
- Can include links and video/audio embedding
- Sites
 - Blogger.com
 - Typepad.com
 - Blogspot.com
 - Wordpress.com



- Usually contains cross-promotion with other social media sites

How Can Facebook Help Your Practice



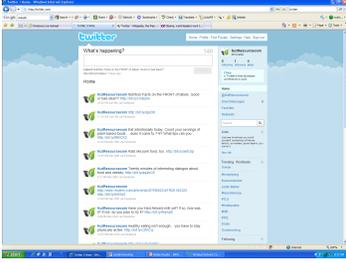
- Fan pages are created for clubs, organizations, celebrities, and businesses
- Posts on wall show up on user's news feeds
- Can include links, photos, videos, applications

Facebook: Friends and Walls

- Users post messages, pictures, links and videos to their own walls
- ‘Friends’ can also post on a user’s wall
- All OTHER friends can view posts made to a user’s wall – by the user or by a friend



Twitter

- Following
 - Followers subscribe to person or business they would like updates on
 - Receive tweets/updates on email or text messages
- Facebook has SMS notification as well – following friends and/or fan pages

Getting Started on Facebook

- Start with Personal Page
 - Get familiar with the website
 - Develop credibility with your personal posts
- Build Fan Page – Get Custom Domain Name
<http://www.facebook.com/NutritionResource>
 - Recommend to Friends
 - Add URL to letterhead, email signature
 - Add Twitter Account
 - Promote on your own website
 - Advertise
 - Pay per click
 - Pay per impression



Advertising

- Relationship marketing
- Demonstrate Targeted reach
 - Eleven factors:
 - Location, age, birthday, gender, keywords, education, workplaces, relationship, interested in, languages, connections



Campaign Name	Ad Name	Status	CPM Bid
My Ads	NutritionResource.com 1 ads	Completed ads	\$0.10 ads Suggested Bid: \$0.25 - 0.31 USD

Targeting

- who live in the United States
- age 18 and older
- who like diet, dieting, eating, fitness, food network, ... See How
- who speak English (US)
- who are not already connected to NutritionResource.com

Getting Acquainted

- Building community
- Get them to 'Like'
 - Invite friends
 - Advertise
 - Give incentives
- Give them a reason to visit
 - Forum
 - Posting events



Facebook Posts: Stay Focused

- Post regularly, but not too frequently
- Remember why they became a fan
- Keep to the topic
- Don't annoy with useless posts
 - Too many posts = loss of fans
 - (least popular sites have negative growth)

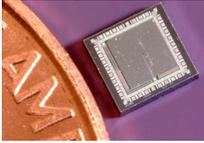


What is Next in Nutrition Technology?

- Current trends
 - Labeling in restaurant menu boards
 - Real-time monitoring of vitals
 - Customized menus based on diet restrictions
 - Day of the iPhone / Droids:
 - Reservations, ordering, paying for food
 - Diet analysis
 - Nutrigenomics - "Personalized" nutrition will replace the food guide

Discussion: pay at the pump

RFID: Radio Frequency Identification



- Can replace barcodes
- Patient Identification
- Drug Identification
- Food safety (mad cow disease tracking)
- Chips in food packaging
- Grocery stores
- Smart appliances
 - Cooking instructions
 - Expiration Dates
 - Food recalls

Diet Fork?

- Utensils that tell you when to eat
- Slow down
- Eat when green, rest when red



Conclusions

Technology will not replace dietitians

Dietitians who embrace technology will replace dietitians who do not

End of Publishing

http://www.youtube.com/watch?v=Weq_sHxghcg

