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Work for a great company? Be recruited!



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Slide 8

Culinary aspirations? Pinterest, Tastespoting, Healthy Aperture



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Slide 9

Develop a Social Media Strategy



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Slide 10

Social Media Strategy:

- First, determine your primary use...



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Networking



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Finding clients (if so, who?)



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Publicizing/Promoting Self or Services/Products

Perfect Feeding

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Find a Job

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Social Media Strategy:

- Next, budget your time.

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Slide 19

Using Social Media: Key Rules



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Listen First

- ▶ [N.J. Gov](#)
- ▶ [#WishPeopleWouldJust](#)
- ▶ [#smweditors](#)
- ▶ [Bone Crusher](#)
- ▶ [Chris Christie](#)
- ▶ [Happy Birthday Michael Jordan](#)
- ▶ [Robin Thicke](#)
- ▶ [Jr. Smith](#)



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Join in Conversations



Slide 22

Establish a Voice

- ▶ To @ or not to @?
- ▶ Keep it consistent!



Slide 23

Gain Followers

- ▶ **Claudia Zapata MS,RD**
- ▶ @ClaudiaZapata
- ▶ *Registered Dietitian and health columnist for the San Antonio Express-News hoping to spread the health with tweets about nutrition and fitness.*
- ▶ San Antonio, Texas

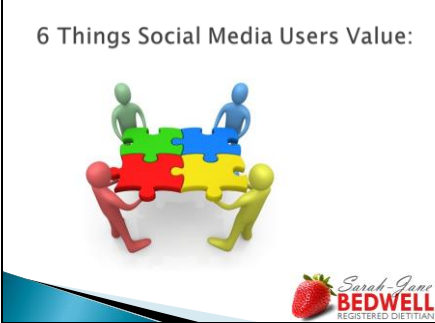


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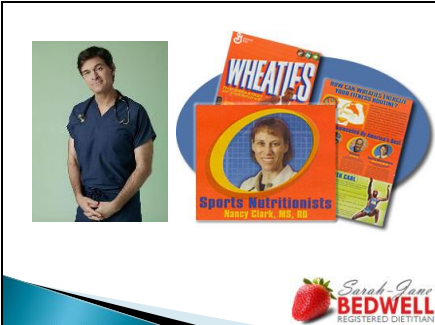
Provide Consistent, Quality Content



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@BadBanana

- › I took my child to work almost ten months ago, people. Is there seriously not a Take Your Child Back Home Day?
- › Paleo Diet experts. If I chase a pack of pizza delivery guys off a cliff, can I eat the pizzas? (I'll make jerky from the guys, obviously).
- › My doctor says you are what you eat, so I just ate a vegan.



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Savings Made Simple



Slide 30




NEED A

RETWEET?



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Kashi REAL Project

For every person who helps us raise awareness about the Real Food Deficit we'll donate \$10 to Kids in the Kitchens.™

Click "The Kashi REAL Project" below to help.




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Six Types of Content that Social Media Users Value


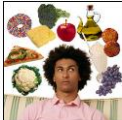
- › Expertise
- › Breaking News
- › Entertainment
- › Exclusivity
- › Reciprocation
- › Community Service



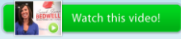
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50/30/20 Rule



Hi, I'm Sarah-Jane Bedwell [f](#) [t](#) [in](#)
Registered Dietitian, Media Personality,
Nutrition Blogger, and Food Lover!

 Watch this video!






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6 Key Types of Tweets/Posts

1. One sales tweet/post

- ▶ *#Win* \$25K & a trip to the Metropolitan Cooking Show in D.C. by entering your beef *#recipe* in the Nat'l Beef Cookoff!: <http://www.beefcookoff.org/>






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6 Key Types of Tweets/Posts

2. One tip tweet/post:



A common misconception about beef: cooking lean beef—a tough, dry meat. Match the cut with cooking method=tender: <http://www.self.com/blogs/flash/2012/08/the-best-cuts-of-beef-and-how.html>



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6 Key Types of Tweets/Posts


3. One share or RT:



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6 Key Types of Tweets/Posts

1. One sales tweet/post
2. One tip tweet/post
3. One link tweet/post
4. One RT/share
5. One @ tweet/comment
6. One personal tweet/post



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Drive them somewhere!



Slide 42

Purpose of Your Blog

There are more than 200,000,000 blogs – how will you stand out?



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Length of Your Blog

- › Elevator Pitch
- › Scrolling and page break
- › Pictures!



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Blog Topics/Titling

- › Skinny Ways to Enjoy 3 Fat Tuesday Favorites
- › The Natural Appetite Suppressant You Gotta Eat



THE DIFFERENCE BETWEEN:

JUST NEWS	FCU NEWS
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Blog: Readability

BLOG

- › Applicable
- › Relatable
- › Inspire conversation

- › Pictures
- › 6th grade level
- › Short sentences



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Vlogging

YouTube
Broadcast Yourself™

Images include: a hand holding a smartphone, a hand holding a stopwatch, a hand holding a vlogging camera, and the Animoto logo.

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Making Money From Blogging

- \$ Ways  Meal Planning Made Simple
- \$ Choices  meals matter™
- \$ Disclosure 

Images include: Federal Trade Commission logo, SELF magazine cover, and Country Crock butter tub.

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More Legal Concerns

- ▶ Privacy
- ▶ Anti-trust
- ▶ Defamation
- ▶ Copyright Infringement
- ▶ Medical Advice

From: JADA Nov 2012, pg. 17 -18 titled *Legal Risks of Social Media, What RD Need to Know.*

Images include: Federal Trade Commission logo and disclosure logo.

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Start A Blog

- 1. Clear and Concise
- 2. Catchy and Current
- 3. Readable
- 4. Transparent



Slide 50

Start Using Social Media


- 1. Know your primary use.
- 2. Know your target audience.
- 3. Listen, join conversations, establish a voice.
- 4. Provide consistent, quality content.
- 5. Follow the 50/30/20 rule.
- 6. Show your personality and build relationships.
- 7. Drive them somewhere.



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Can You Answer These Questions?

- What is my dream Job?
- How can social media help me get there (what is my mission through social media)?
- What kind of brand/voice do I want to convey?
- Who is my target audience?
- What kind of content can I provide to reach my target audience?



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Questions?

I'd love to connect with you:
www.sarahjanebedwell.com
@sarahjaneRD on twitter
Blog: <http://www.self.com/fooddiet/blogs/eatlikeme>

