



Harnessing the Power of Trends & Tips for Building Your Brand

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Social media isn't just how people keep up with friends and the latest trends. It's also where they go to learn, to gather information and to research products or services. Food and nutrition trends are plentiful on social media creating a low-cost, low barrier-to-entry marketing tool for dietitians that not only helps them reach a wide array of potential clients, but also helps them expand their brand, service offerings and client base.

Here are the Social Stats...

- 72% of US adults are on at least one social platform¹
- It's not just younger generations; 45% of US adults who are 65+ use social media¹
- 42% of people surveyed use social media channels for product research²

Utilizing social media is truly an efficient form of marketing for any dietitian's brand. This is where the people are. Instead of waiting for them to come to you, go to them!

...and Dietitians are Needed Now More Than Ever!

The great thing about social media is that anyone can post, making it an accessible form of marketing. However, this can be a double-edged sword.

The world of social media is, unfortunately, filled with lots of misinformation from non-credentialed sources. Dietitians are needed on these platforms to help decipher fact versus fiction when it comes to food and nutrition trends.

How to Use Social Media to Grow Your Brand and Breakthrough

If growing a presence on social media seems daunting, use this 3-step process to help make it easier:

① Establish Your Brand

Pick what's called your "niche". This is a focused set of people or businesses who are in the market to purchase a product or service you sell. This group of individuals has a specific set of needs that can be met by a targeted product or service that addresses those needs.³ Your focus can also change over time. Experiment with different things if you're not sure.

② Pick Your Platform

It's time to think about what social media platform might be the best fit for you. Think about different social platforms such as Instagram, YouTube, TikTok, etc. and which one you feel you'd enjoy the most and can be consistent with. Start with just one platform, work to master it, then move on to another.

③ Experiment & Build Trust

What makes social media unique is that your potential clients or customers aren't getting to know just your business they're getting to know you. Nowadays, thanks to social media, people want to buy from people. They want to know the human behind the brand. They want to learn from someone, in this case a dietitian, that they trust. Don't forget the social in social media and remember to show your unique personality.

As you begin to create content don't be afraid to experiment with how and what types you create. Aim to make content that your community looks forward to consuming both from an educational and enjoyment standpoint.

How to Shine on Social

Don't forget about the "know, like & trust factor!"

When it comes to standing out on social media and truly creating a loyal and captivated audience these 3 components are important:

KNOW

Allow your audience to get to know you. Not just as a dietitian, but on a personal level. Share your hobbies and interests.

LIKE

People buy from and engage with people they like. So be kind, show genuine interest in them and avoid coming across as someone who is only out to sell a product or service to them.

TRUST

Show your audience they can trust you. Share content that is evidence-based, give recommendations that you can stand behind and you know work, and give advice that will truly help.

How to Leverage Food & Nutrition Trends as a Dietitian

Once you spot a food trend on social media it's time to weigh in with your dietitian thoughts. For example, if you have a digestive health focus and identify baked oats as a social media food trend, consider how this trend can tie into your focus. Why is this important to your audience and what information can you share?

- Oats are a good source of fiber. A ½ cup serving of Quaker rolled oats is a good source of fiber and may help support a healthy digestive system. Experts recommend eating at least 25-38g of fiber a day from a variety of whole grains, fruits and vegetables to help support a healthy digestive system.⁴
- Yet, according to the 2020 Dietary Guidelines for Americans, more than 90% of women and 97% of men do not meet recommended intakes for dietary fiber.⁵
- To help reduce the "fiber gap," oats are a great place for folks to start! One serving of old fashioned oats, quick or steel cut oats provides 4 grams of fiber, and one packet of instant oats (original flavor) provides 3 grams.

This is valuable information for your community. To help them you may decide to share a recipe on how to make baked oats and some of the nutrition-related information of why this is a great option for someone focused on their digestive health. Then, you'd want to make content fit for social media by making it fun, engaging and unique. You may decide to share a recipe for baked oats with a delicious ingredient or unique spin such as baked oats with vanilla flavor and a touch of sprinkles for a birthday cake flavor inspiration, a nourishing yet fun twist!



And Don't Forget... Have Fun!

Growing your community on social media doesn't happen overnight. It can take time, commitment and work, but don't forget to enjoy the creative process and get to know your audience along the way!

References:

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