SOCIAL MEDIA
FRIEND OR NOT?

CHIRAG BHATT – Director, EH Regulatory Affairs

“Beyond Data Management”
WHAT IS?

• 3 billion MAU (monthly active users) – Facebook
• 2 billion MAU – YouTube
• 1.5 billion Gmail user - Google
• 1 billion global users – Instagram
• 1 billion global users – Tik Tok
• 330 million global MAU - Twitter
• WhatsApp, Telegram, Reddit, Pinterest, etc.
• LinkedIn – Professional networking platform (800+ million)
FACTS

• Defining phenomena of the present times
• Reshaping the world as we know it (internet access)
• Social Media is the lovechild of the World Wide Web
• Blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat apps, and last but not least social networks
• 2022: Global penetration rate reached 58% (was 45% in 2019)
• North America rate at 82% & Northern Europe at 85% (TOP)
More than 90 percent of millennials regularly use at least one of these platforms, and more than 85 percent of Gen Z’ers learn about new products through social media.

Nearly three-fourths of marketers believe social media is an effective part of their business.
WHERE ARE WE GOING?

• Video - one of the most important trends in the social media world.
• Video made up 82% of all internet traffic in 20 (Social Media Today).
• Marketers will increasingly zero in on videos as part of their overall strategies to target specific markets.
• Must find ways to create more private, intimate connections with their audiences without becoming overly intrusive.
• Building brand communities, or groups where your brand message is relevant, but where you are also receptive to direct messaging.
While social media interactions are currently not fully understood, as individual health behaviors and outcomes are shared online, social media offers an increasingly clear picture of the dynamics of these processes.

SOCIAL MEDIA IS:

• becoming an increasingly common platform among public health officials to share information with the public
• can be used for engaging the public and communicating key public health interventions, providing tool for public health surveillance
• has advantages over traditional public health surveillance, as well as limitations, such as poor specificity, that warrant additional study
• can provide timely, relevant and transparent information of public health importance; such as tracking or predicting the spread or severity
Florida Dept. Health
@HealthyFla

Slow cookers are an easy way to prepare #holiday meals and appetizers for get-togethers! Make sure that you follow four important #FoodSafety tips:
ow.ly/uV2h30pUTbF

Have you ever heard of norovirus? Check out this short video to learn what is, how it spreads, and how you can protect yourself and loved ones from getting it:
youtube.com/watch?v=Ey_OV... #FoodSafetyFridays

VA Dept of Health
@VDHgov

#Handwashing is one of the most important steps to take to avoid getting sick and spreading germs to others! Learn more with this PSA: ow.ly/o5oE30pUTbZ
1 in 6 Americans get sick from eating contaminated food every year. Think you ate something that gave you food poisoning? Contact your doctor and report it to My Meal Detective at vdh.virginia.gov/environmental—#FoodSafetyFridays

When you’re washing your hands with soap and water, sing ‘Happy Birthday’ twice before rinsing and drying. Get more info from #CDC: ow.ly/5Pvm30pUTbN

#FOOD SAFETY FRI-YAY!

Holiday #FoodSafety Tip for your get-together: keep hot food hot and cold food cold! Use serving dishes, crock pots or ice trays to ensure hot items remain above 140°F and cold items remain below 40°F.
WHAT TO SHARE?

Online videos to talk to, health departments around the nation are embracing social media as a new way to connect with public

Offers health professionals the ability to deliver public health messages — from common-sense guidance to critical information during an emergency — directly and quickly. KEY: Cost, ease of use

CDC Social Media and Digital tools. Library, Image sharing, Widgets, Metrics, Guides  https://www.cdc.gov/socialmedia/
TIPS…

- Know your audience. Post regularly. Use scheduling – when possible.
- **Speak** in a way readers can relate to, respond to and share. **Re-read and Spell-check!**
- Pay attention to the **conversation around you** and participate in it.
- Sometimes **sharing** (retweet, repost) messaging from others will amplify your own.
- **Photos** - and links - speak louder than words. Include photos with posts whenever possible.
- Emotive language works best. If your message is technical, add a **human element** to it.
- Don’t go for **likes and shares** at the expense of your mission.
- Work to **inspire public health action**, not gain popularity.
- Use **#hashtags** and check out what is popular and trending. **Create one** and encourage others.
THANK YOU!

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Beyond Data Management
Social Media & Food Safety

Engagement During Crisis and Non-crisis Situations

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Experience:

• Food safety, quality in multiple categories
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Education:

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Education:

• B.A. with Honors, Journalism, The Ohio State University

Lily Yang
TAG is a global food safety and public health group that provides practical food safety and public health solutions focused on mitigating operational, regulatory, and reputational risk.

We support the industry through our deep industry expertise and international experience to "meet people where they are."

We offer a Non-Crisis/Crisis Media/Social Media Training Course.
Key Takeaways

01 Communicate the Reality
Express what is known

02 Build Trust
Show empathy

03 Be Prepared
Traditional media is not so different from social media
“a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”

Merriam-Webster Dictionary
‘Pink slime’ outrage goes viral in stunning display of social media’s power
From The Field: No Comment On Salad Recall

May 3, 2011

[Company Name] said it has no comment on its salads that contain grape tomatoes that have been recalled over salmonella concerns.

‘I almost lost my baby’: Parents demand answers

Control the message
If people like you
they will listen to you,

but if they trust you,
they’ll do business with you.

Zig Ziglar
The Media

• “traditional” or “mass” media
• Newspapers, magazines, television, radio
• Limited, controlled voices & content
• Audience is passive for the most part
• May be swayed/constrained by advertisers

Social Media

• User-created media
• Facebook, Instagram, LinkedIn, Twitter, TikTok
• Open, interactive
• Audience is active content creator
• Little oversight or restraint

“The media” vs. social media
Establish the relationship before you need it.

Working with The Media
FACT: The reporter has the ultimate control over what’s published and how it is said.

Listeria Outbreak Linked to Deli Meat and Cheese
2 days ago — CDC is currently investigating a Listeria monocytogenes outbreak linked to deli meat and cheese. As of November 9, 2022, 16 people (13 ...

Deadly Listeria Outbreak Linked to Deli Meats and Cheeses ...
Nov 9, 2022 — One person has died and 13 have been hospitalized in a listeria outbreak across six states that most likely was caused by contaminated deli ...

1 dead, 13 hospitalized in listeria outbreak linked to deli meat
Nov 9, 2022 — One person has died and a person had a pregnancy loss from a listeria outbreak that has gotten over a dozen people sick across the country, ...
Social Media
Meeting consumers in the digital era
What To Do

- Fully integrate comms into decision-making and development
- Actively engage dialogue
- Indicate credibility through cues
- Schedule responses (quick but not too quick)
- Create a team
- Own the communication and/or hashtag
- Collaborate, cooperate, partner
- Monitor misinformation
Social Media

**Dos**
- Do use simple language *(7th-grade reading level)*
- Do be inclusive
- Do understand who consumers trust
- Do stay ahead of the problem
- Do stick to your values
- Do communicate

**Don’ts**
- Don’t blame the customer
- Don’t gaslight
- Don’t be vague
- Don’t try to "prove" yourself
- Don’t be tone-deaf
- Don’t deny the existence of the concern
- Don’t delete previous posts*
- Don’t use “canned” answers
Communication Mis-steps

- Gaslighting
- "pink slime"
- GMO discussion
- Raw milk
- Climate change / "global warming"

Learn From

While we are still investigating this matter, we can say with confidence that this did not occur at our facility. We are waiting for the consumer to send us the package to investigate further. Any consumers who notice their cereal box or bag has been tampered with, such as the clear tape that was found in this case, should contact us at 1-800-328-1144.

For the first time in 108 years, announces a recall.

Communication mis-steps
Examples: Don’t

- Voluntary recall of a popular product

X + 1 (next day)
- Recall information posted to Instagram
- “Due to high call volume at our call centers, our online contact form may be faster”
X – 1 (day before recall)
• Post to the right

A few days later
• Individuals posted under this with no response from
Examples: Do

Respond to and don't ignore social media discussion/posts by customers

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Do Girl Scout Cookies contain GMOs?

GSUSA is committed to providing cookie customers with the highest-quality products available. We understand that customers have questions about the foods they choose to eat, and GSUSA works alongside its trusted bakers to develop recipes using ingredients that will produce the best-tasting and highest-quality cookies.

Currently, Girl Scout Cookies contain genetically modified organisms (GMOs). Girl Scouts recognizes that many people have concerns about GMO ingredients, and we monitor member and consumer opinion on this matter while simultaneously addressing industry trends, scientific trends, and, of course, consumer preferences.

It is important to note that there is worldwide scientific support for the safety of currently commercialized ingredients derived from GMO agricultural crops. The World Health Organization, the Food and Agriculture Organization of the United Nations, the U.S. National Academy of Sciences, and the American Medical Association all share this assessment. It is also important to note that in the future, GMO ingredients may offer new, cost-effective alternatives to feeding the world's growing population.
Thank You!
Leverage Social Data to Mitigate Food Safety Risks

Cindy Jiang
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McDonald’s Corporation
May, 2023
Food Safety Risk Management

Farm/raw material
Supplier
Distribution
Restaurant
Consumer Expectations
Listening to Customer
Turning Data Into Actions
- Clean
- Categorize
- Visualize
What Issues & Topics are Most Discussed on Social Media?

Volume Trend by Topic
Top Issues Expressed by Customers

1. ....
2. ....
3. ....
4. ....
5. ....
Use FSRM Dashboard to gain food safety risk insights
Thank you