

SOCIAL MEDIA FRIEND OR NOT?



CHIRAG BHATT – Director, EH Regulatory Affairs

HS GOVTECH USA
Management

"Beyond Data

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)

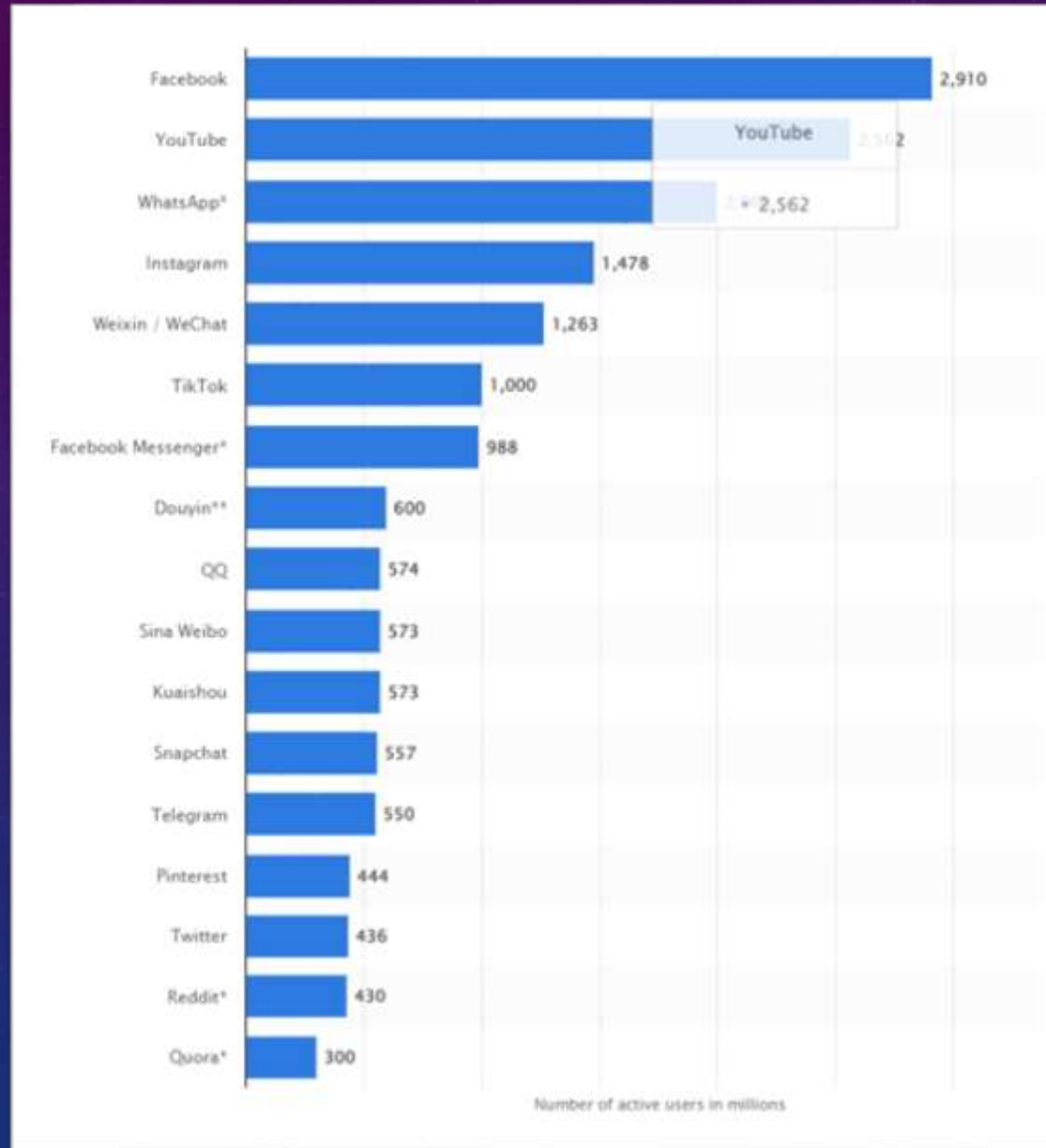
FACTS

- 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)

POPULARITY TREND

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

CONTENT?

Texas DSMS @TexasDSMS · Dec 11
Protect your family and friends this holiday season with our 12 Days of Holiday Food Safety tips: dshs.texas.gov/holidayfoodsaf...

CDC @CDCgov · Dec 11
Pregnant women are at increased risk of food poisoning, so take extra care if you're pregnant or preparing food for someone who is. Learn more about staying healthy during the holidays: go.usa.gov/xpZ9a



Ector County Health Department Food Service
August 18 at 10:57 AM · @
Happy Thursday!

**Ector County Health Department:
August 1st - August 12th 2022**

Top 3 Establishments		Bottom 3 Establishments	
Establishment	Score	Establishment	Score
Cherish's Wraps (2021 Andrews Hwy)	98	Cherish's Chicken (1510 N. Olive Blvd)	84
Big Daddy's Grill (1121 E. 42nd St)	88	Southern Island Donuts (1721 N. Hamrick)	77
Spout Express (2902 Andrews Hwy)	94	Alfred's Pastaria (12130 W. University Blvd)	77

Florida Dept. Health @HealthyFla
#Holiday #FoodSafety #tip for your get-together: Keep hot food hot and cold food cold! Use chafing dishes, crock pots or ice trays to ensure hot items remain above 140 °F and cold items remain below 40 °F.



Denver Department of Public Health & Environment
August 19 at 10:35 AM · @
Let's clear the table—one of the environmental correlations of #FoodWaste is CO2 emissions, which contribute to climate change. These emissions stem from all the energy and resources that go into getting our food from farm to fork. Learn more about what #Denver is doing to combat food waste: <https://www.9news.com/.../73-a5ec5f9d-fb0a-48ef-8d39...> #climatechange #sustainability #NoWastedFoodDenver #9news

Let's clear the table...

#DYK food waste contributes to climate change?

DENVER

RESTAURANTS AND BARS
Reduce the Spread of COVID-19

LOWER RISK → HIGHER RISK

Pick-up or delivery	Outdoor seating at least 6 feet apart	Outdoor & indoor seating at least 6 feet apart	Outdoor & indoor seating no restrictions

cdc.gov/coronavirus

mcleancohealth · Follow

mcleancohealth As we continue to see a rise in #COVID19 cases in McLean County, we encourage you to consider the level of risk of different activities.

Be a game changer... stick to lower risk activities! When you go out, wear a mask & watch your distance.

better22 Can you start postponing vaccine schedule? Thanks.

CONTENT?

Florida Dept. Health @HealthyFla

#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/o9o830pUTbZ

11:01 AM · Dec 22, 2019 · Hootsuite Inc.

3 Retweets 3 Likes

Va Dept of Health @VDHgov

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

10:02 AM · Dec 20, 2019 · Hootsuite Inc.

4 Retweets 2 Likes

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

7:02 AM · Dec 16, 2019 · Hootsuite Inc.

1 Retweet 1 Like



Va Dept of Health
@VDHgov

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



- 1 CONTACT DOCTOR
- 2 mymealdetective.com



#Holiday #FoodSafety #tip for your get-together: Keep hot food hot and cold food cold! Use chafing dishes, crock pots or ice trays to ensure hot items remain above 140 °F and cold items remain below 40 °F.



CONTENT?



Florida Dept. Health
@HealthyFla

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/5Prm30pUTbN



Va Dept of Health
@VDHgov

Time for a Food Safety Knowledge Check! Research shows that 70% of consumers wash their chicken before they cook it. Does this help reduce contamination? Yes or No? Hint: You can find the answer in a previous #FoodSafetyFridays post!

#FOOD SAFETY FRI-YAY!

KNOWLEDGE CHECK

Does washing your chicken prior to cooking reduce contamination? Yes or No

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.



YouTube



THANK YOU!



Chirag Bhatt

Chirag.Bhatt@HSGovTech.com

HSGovTech.com

Beyond Data Management



Social Media & Food Safety

Engagement During Crisis and Non-crisis Situations



Lily Yang, Ph.D.
Senior Manager, Food Safety
The Acheson Group

Lisa Lupo
Director, Communications
The Acheson Group

About Us



Lily Yang

Senior Manager, Food Safety

Experience:

- Food safety, quality in multiple categories
- Food retail
- Cooperative Extension programming among diversified populations
- Food safety culture
- Multi-lingual food safety educator

Education:

- B.S., Food Science and Technology, UC Davis
- M.S. & Ph.D., Food Science and Technology, Virginia Tech



Lisa Lupo

Director, Communications

Experience:

- Editor, Quality Assurance & Food Safety Magazine
- Chapter Author, Food Traceability
- Manager, Marketing, Exhibitgroup/Giltspur
- Manager, Communications, Ecolab Pest Elimination
- Reporter, Suburban News Publications
- Speaker/Trainer, Communications & Industry Trends

Education:

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

About TAG

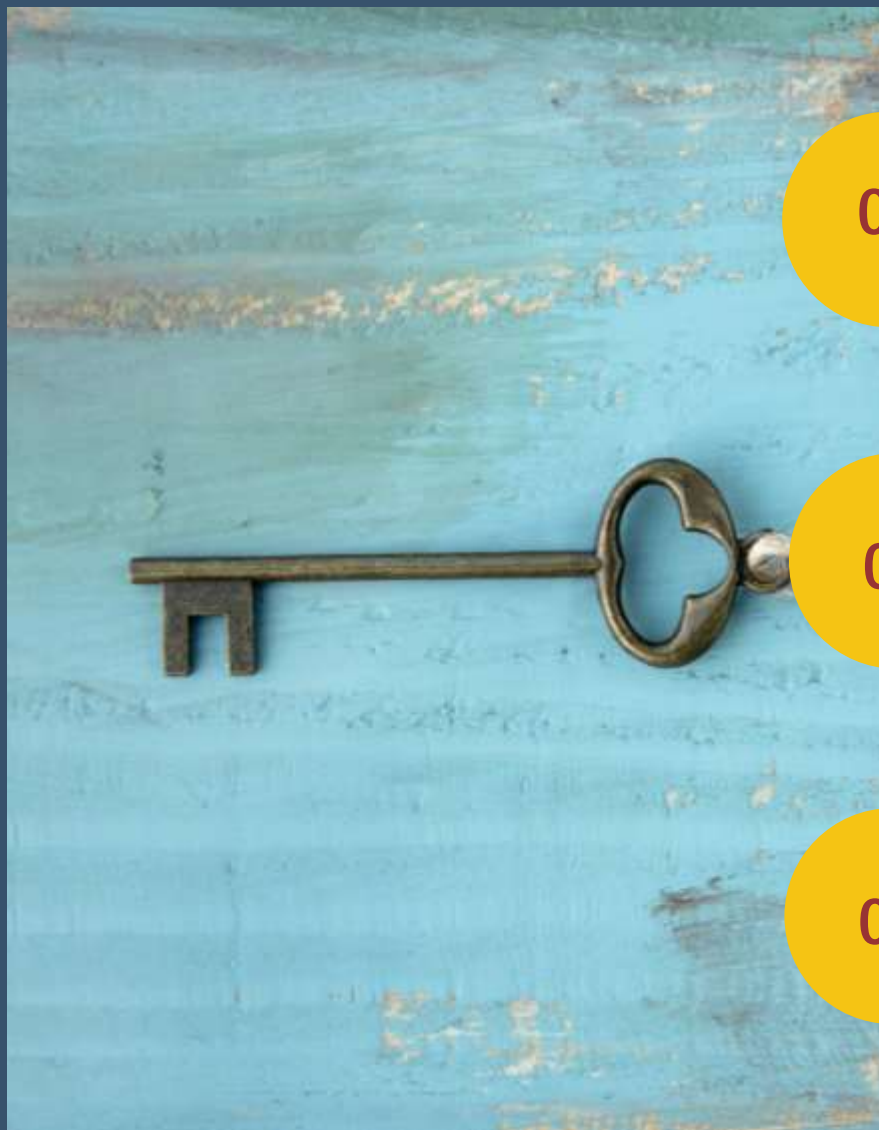


TAG is a global food safety and public health group that provides practical food safety and public health solutions focused on mitigating operational, regulatory, and reputational risk.

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



Definition of
Communication

“a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”

Merriam-Webster Dictionary

Non-crisis Communication



Pink and slimy, but NOT Pink Slime!

Own your story

**'Pink slime' outrage goes viral in
stunning display of social media's power**

Crisis Communication

From The Field: No Comment On Salad Recall

May 3, 2011

████████████████████ ██████████ said it has no comment on its salads that contain grape tomatoes that have been recalled over salmonella concerns.



Control the message

'I almost lost my baby': Parents demand answers

If people like you

they will listen to you,

but if they trust you,

they'll do business with you.

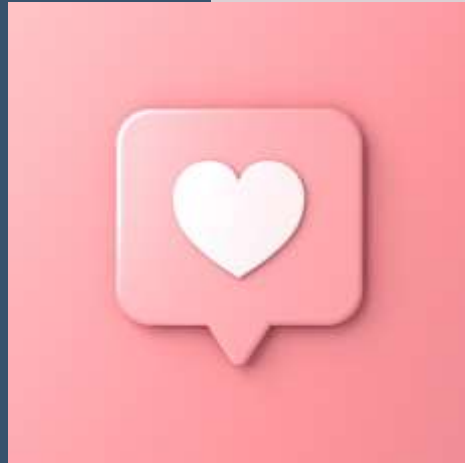
Zig Ziglar

“The media” vs. social media



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



Working with The Media

Establish the relationship
before you need it.

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, ...



The WHERE

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 and Don'ts

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'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

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.



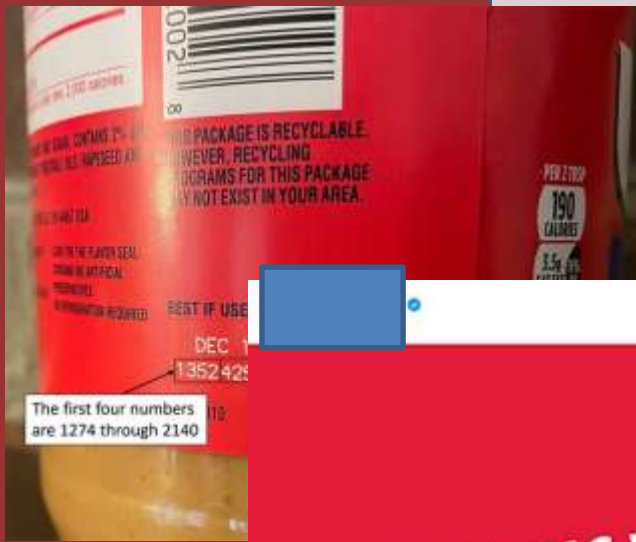
Communication mis-steps

- Gaslighting

Learn From

- “pink slime”
- Raw milk
- GMO discussion
- Climate change / “global warming”

Examples: Don't



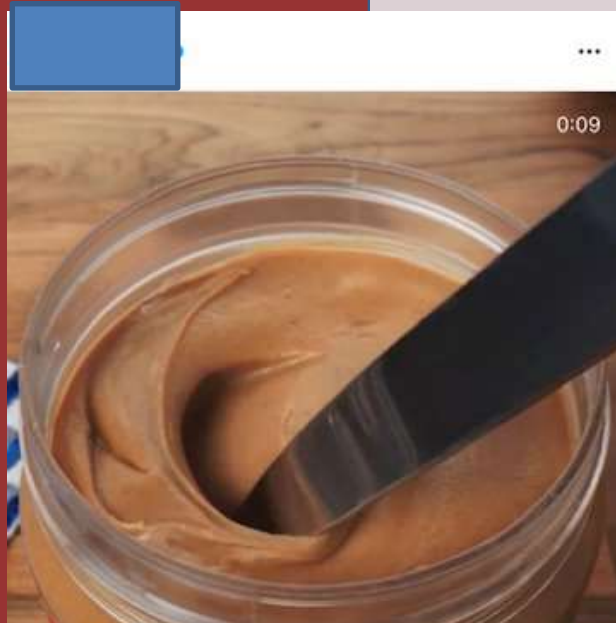
X ← where X is a date


- 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”

Examples: Don't



 **pbdyjr** Thanks for the Salmonella. It's been a rough week
16w 5 likes Reply Send

  @pbdyjr We appreciate you reaching out. For the most up to date information, please visit <https://>
 Additionally, so we can best help and issue proper reimbursement, please contact us via the Recall Contact Form at <https://>




15w Reply Send



X - 1 (day before recall)

- Post to the right

A few days later

- Individuals posted under this with no response from

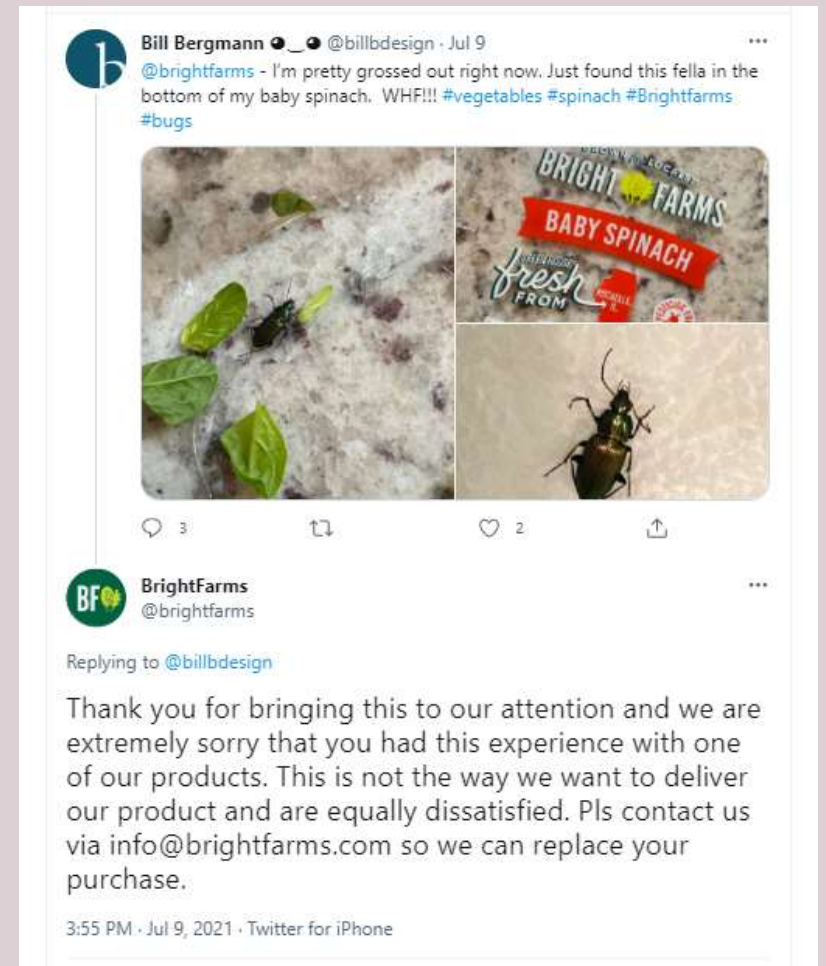
 **petrolpanda** So I've got a jar that falls within the range of the recall. But I've already used half the jar d  milkshakes and all this hype oddly has me craving another... Also I'm really lazy and don't feel like going for a drive to the store, think I'm good to roll the 🎲? 🎲?
16w Reply Send

 **christy.0.2** My family have all been experiencing stomach issues for the last 3 weeks. Now I know why. I now have to drive 30 mins to get a refund, dumb! Y'all are just saying "throw it away"? Man I have \$20  affected here and a 20 minute drive to get a refund. Dumb.
16w Reply Send

Examples: Do



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



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 preference.

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

Sr. Director of Global Food Safety Risk Management

McDonald's Corporation

May, 2023

Food Safety Risk Management



Farm/raw material



Supplier



Distribution



Restaurant

Consumer Expectations

T R U S T



Listening to Customer



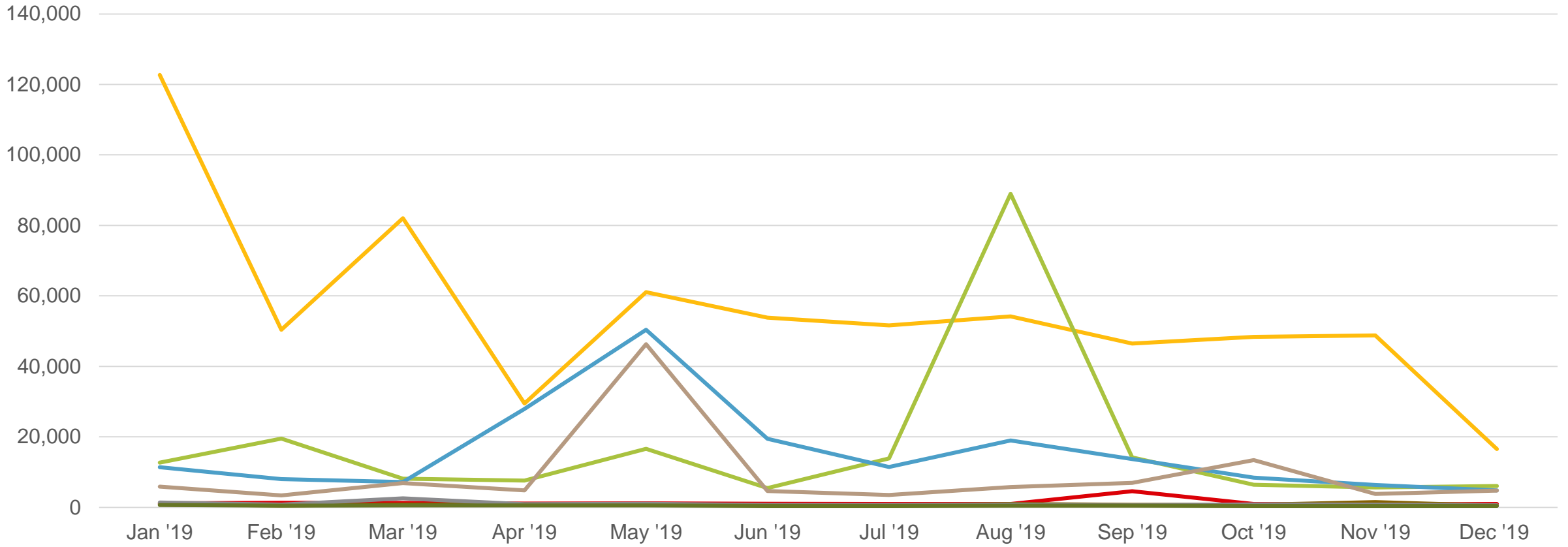
Turning Data Into Actions

- Clean
- Categorize
- Visualize



What Issues & Topics are Most Discussed on Social Media?

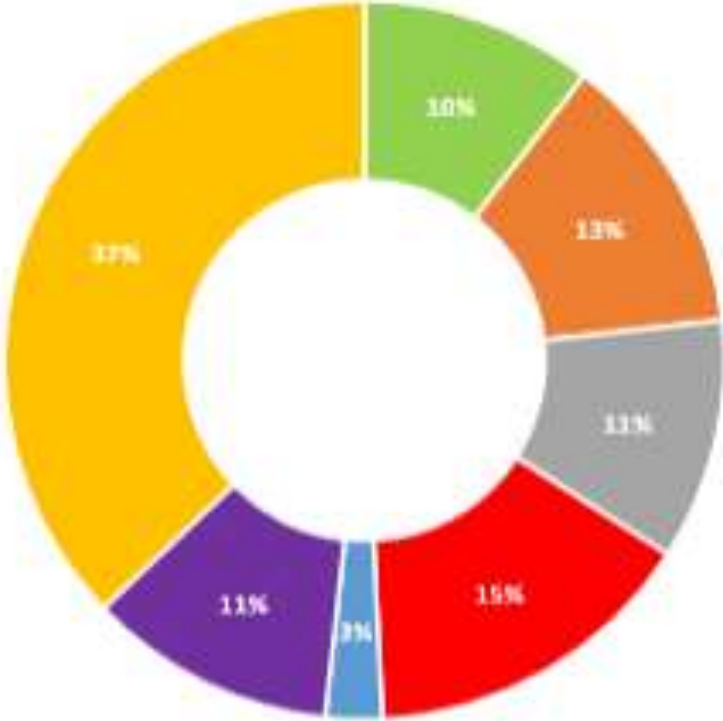
Volume Trend by Topic




Top Issues Expressed by Customers

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....



Food Safety Issues Mentioned by Customer















Use FSRM Dashboard to gain food safety risk insights

 **Global Supply Chain**
Reporting & Analytics Hub

Food Safety Risk Management Dashboard

  **FOOD SAFETY RISK MANAGEMENT**
Mitigate Risk

INTERNAL INSIGHTS & DATA		EXTERNAL INTELLIGENCE & DATA		USEFUL REFERENCES	
 FSRM Annual Survey	 Social Media Insights	 Regulatory Changes	 Alerts	 Incident Communication Process	 Issue Fact Sheet
 SQMS, DQMP Audit	 Rest. Food Safety Audit	 Food Recall	 Foodborne Illness	 FSRM Dashboard Tutorial	 FSRM Tool Kit for Market

STRICTLY CONFIDENTIAL AND PROPRIETARY – FOR INTERNAL USE BY MCDONALD'S SYSTEM ONLY. This material may not be copied or otherwise reproduced, distributed or disclosed to others without the express written consent of McDonald's.



Thank you