Experiences of health promotion professionals designing and implementing healthy eating campaigns on social media

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INTRODUCTION

- Social media (SM) platforms have disrupted the way health professionals and reach communities engage encourage healthy behaviours¹
- professionals competing Health with commercial marketers, celebrities, influencers, face pressure to promote compelling content using social marketing strategies²
- Many recommendations for SM marketing are generic, and do not consider the complexity of communicating health nutrition-related science. food and messages specifically³

STUDY AIM

■ To explore experiences health of (HPP) professionals promotion delivering healthy eating campaigns via SM

METHODS

- In-depth semi-structured interviews in a purposive sample of nine Australian nutrition focused HPPs
- Audio-recorded interviews lasted minutes with 15 open-ended questions exploring SM campaign planning, delivery and evaluation
- A reflexive approach was used based on evolving research and HPPs role

RESULTS

- Participants worked in government and organisations nutrition, communications and marketing
- Three themes emerged including:
- 1. HPPs lacked capacity to remain competitive on SM. To overcome obstacles. HPPs collaborated with other organisations community cross-promote messages

"We struggle to grow our audience and I think that is a lot to do with dedicated resources to put into different strategies. I think also producing different types of content is something we struggle to create in terms of timing." HPP6

"neither of us had any money but we got an extra campaign for free so I'd certainly encourage sharing of resources." HPP1

Plan **Around** Capacity

"we had a community led or community involved page... rather than us as an organisation. So that was a really big enabler for us in terms of us being able to get that campaign up and running.

Figure 1 ▲: Quotes relating to the theme 'Plan **Around Capacity**'

Figure 2 ►: Quotes relating to the theme 'Understand Target Audience'

Figure 3 ▼: Quotes relating to the theme 'Message Strategy Needed'

"You've got to show your personality too. You can't just be corporate or you lose people." HPP8 Message Strategy Needed too preachy or "the whole point of this never say things was how do you like, it's simple or communicate health easy to do... you without mentioning still need to have health... actually that level of encourage healthy understanding and behaviours without empathy of how focussing on health. hard it can be ... try Because that's not to sound more like what other people a friend" HPP3 care about." HPP4





- HPPs identified that the SM messaging strategy used was fundamental for campaign success. Effective messages were short, relatable, positively toned, not overtly didactic and included a mixture of formats (e.g. videos and photos)
- All HPPs specified that understanding target audience is necessary, with one HPP recommending further population segmentation based on behavioural characteristics



to engage with which is a

CONCLUSION

■ HPPs designing and implementing SM campaigns reported benefit from understanding population segmentation and co-creation marketing strategies to enhance audience engagement. Capacity planning partnerships with other community organisations may also support SM campaign success

References: 1. Dietitians Association of Australia (2012) 2. Thackeray R et al. (2012). BMC Public Health. 3. Kite J et al. (2016) PloS one. Ethical Approval: Monash University Human Research Ethics Committee (MUHREC), (2017-0703-8820)

