

## **Building Your Brand: Social Media and Beyond**

**March 3, 2017**

### **1<sup>st</sup> Speaker: Adelaide Feuer, RD**

Senior Vice President of Brand Marketing, Edelman

*In a food environment where culture, public health and business intersect, what strategies are used by the private sector to effectively engage consumers?*

Branding and communication.

**Disclosures:** Unilever, National Dairy Council

- During her Dietetic Internship in Chicago- she had 2 weeks of marketing rotation- organize an event, low carb craze, all the worlds came together, The communications elements- where am I who is my target and how do you communicate effectively. Took the risk to communication person, moved to Edelman.

Edelman:

- Leading global communications marketing firm that serve clients in different sectors.
- Her role: deep knowledge in food and beverage sector.
- some of the clients we work with: Kind Bar, Starbucks, Boathouse, Walnut, Gerber, etc.
- Their approach: communication marketing:

Marketing:

- old world of marketing 5yrs ago- one strategy marketing and I am going to write excitedly what I want you to know about it. One way communication. That has changed significantly: Public relations telling your story about someone to PR for example the New York Times. You would have to tell them about your product or what you are offering, and they would be a gatekeeper, they decide if it is worth telling, they would decide if it is newsworthy.
- Now Public relations: “you can’t demand attention, you have to earn it.”
- now they are totally mashed together you can't do the demand and blast it out here, because it is not resonating, and if the consumer is not resonating with it. Is not as effective as it use to be.
- Now you have to earn- consumers, everybody is consuming in social media so you have to make it relevant for them.

### **3 step approach:**

1. **Research-** core of everything you do, and clients do. Our company, Edelman research their audiences- how they feel, what they think, what media are they consuming, understand who they want to talk to have effective communication.
2. **Strategy** as we are developing our strategy we are doing more research
  - Are there any political concerns
  - message is impacted about the environment
  - risks and opportunities for the product or service
  - and how it would be received-

- understanding the world
- as RDN really know this landscape what are they going to say about your product.

**3. Creative:** something that I have learned to be really important the information would be received different if it is in black and white

- Edelman is a firm- excellent designers that bring it to life, going to be beautiful, tell message in a beautiful creative way that can connect with consumer emotionally.
- trust barometer- started 17<sup>th</sup> years ago assess the trust globally in various sectors. Trust in institutions, private sectors, people are not trusting private, “I would rather trust my friend on Facebook.” Trust in government is extremely low.

### **You have a great story, now how do you tell your story?**

- 88% of millennial are watching their news from Facebook. They are not going to their website it is just whatever comes to them on their newsfeed.

Our Work- would like to share:

barilla 100 of years old Italian heritage private company, sales of pasta has declined in the last 10 years, in working with them, they said “we need help! we love pasta!” Finding that passion in life, passion for food, and pasta is that passion food for them.

- Lead with the message of making beautiful pasta dish first and 2nd is the fact it is nutritious
- Millennials are all about lifestyle and passion first, with health being secondary

**2<sup>nd</sup> Speaker: Pamela Koch, EdD, RD**

Executive Director, Laurie M. Tisch Center for Food, Education & Policy

*Does the field of nutrition education have a marketing problem? What can we do as educators to fix it? What does nutrition education really mean?*

World changing really quickly but there is also a lot we can learn from the past.

close your eyes and think about an experience you had about learning about food and nutrition before you were in the nutrition profession and what you remember about it. And now think about what you do as a professional and how that seems.

How many of you had an experience that was as good as what you feel you do now? How many of you had an experience that you feel that didn't really represent what you think of as good nutrition education now? And how many of you didn't really know?

So many times the way that nutrition education is perceived think about three questions:

**What does nutrition education really mean?**

100 years ago as you may probably know as you were studying nutrition, vitamins were just being discovered, so nutrition science was this new science. I don't think any of us can really appreciate that. But just think that vitamins were being discovered that were essential for life and we didn't know about them. Now there is still a lot of nutrition science but not a lot of discoveries that are really revolutionary.

The person that started Nutrition Education at Teachers College, Mary Swartz Rose and one of the Founders of the Academy for Nutrition and Dietetics, and if you have been on their website, it's their 100<sup>th</sup> year anniversary now so it was founded in 1917. She also founded the Food and Nutrition Council in New York, which is actually the predecessor of NYCNEN. So it started programming back in 1990s and NYCNEN started in 1998. So, she had a big role in what we do now. She wrote the book "Everyday Foods in War Time" She thought that what people really needed is "how should we be eating" so the book reads: "save wheat, meat, sugars, and fats" those were the foods that they thought they should be eating and saving it for the soldier. And now days everyone has seen a nutrition campaign against all of these? So that is where we were, and nutrition was new and the science was new.

Whitehead published in 1973, a **Review of Nutrition Education** from 1900-1970- What she said why this was needed was:

"The need for nutrition education established by at least two facts:

1. Teach future generations must be taught to use the existing food supply intelligently.
2. The body of facts to which they make up the science of nutrition is an evolving one.

In her summary to what happened between 1900-1944, she had 30 points which I have 4 of those up here:

1. Nutrition information does not itself ensure the practice of good habits
2. Access to food as well as knowledge about food does not improve food habits, unless motivation to do so is provided.

3. Food habits must be improved by group decision
4. Education which creates a desire to change food habits and then provides nutrition education to that change may accepted to yield change in food habits. That is basically what we say today- we need to know what it is we want people to do, what behaviors we want people to change and then get them excited about the change.

### **Mary Swartz Rose NYCNEN 1998**

Every day foods in war time: “save wheat, meat, sugars, and fats”

Now haven't you heard a campaign against any of those?

Nutrition Education in Elementary School Jackson, et al 1959

Through nutrition education teachers and administrators can help children develop some attitude towards desirable food practices. The sensitive teacher helped the children explore questions.

One third grade class asked: **where does food come from?**

The children look for answers in their textbooks and pamphlets and other resources they found a map of food sources in the United States, they invited a father who is a grocer to talk about foods and how are foods sourced. Another father who worked in a dairy explained how they obtained their milk. They plan a field trip to the Supermarket and were guided through various food departments and were shown the many facilities that were needed in a modern supermarket in 1959 to receive store and refrigerate food. **As they became more deeply involved in their studies the children raised many questions: how are foods grown, where do we get our foods? Why are different foods important? As the boys and girls learned more about food and food sources and how foods are grown they became more concerned about their own eating habits.**

Then again thinking about food supply, became more concern about their own food supply. The school lunch program started in 1946 so it was only 13 years old at this time. **The school lunchroom became a laboratory for teaching and practicing good food habits, field trips to supermarkets, followed by tastings and parties helped children to appreciate and enjoy foods served in the lunchroom.**

So it shows that what we think it is new today, it really happened a long time ago.

### **1980- Nutrition Education Teachers College**

One article called: Food and Nutrition Education Redefinition

She writes in there: **“ready or not nutrition educators they simply need to take on the food supply issues, since no one else is doing so. By telling the whole truth, teaching people about who eats and who does not (oppression issues) and why and about what we ought not to be eating as well as what ought to be eaten, will make nutrition a politically charged subject, a subject that more than mathematics, even social studies, will collide early on with powerful economic interest.” That is what we are facing today in what we are teaching.** Teach the right things, simply to ask the right questions is likely to prove

unsettling to the largest single industry in the United States. However, not do so is to continue to settle for ineffectiveness.”

So that is a pretty big view on what we should be thinking about and what we should be doing.

Isobel Contento 2007 Definition of Nutrition Education:

- “Nutrition education is any combination of educational strategies accompanied by environmental support, designed to facilitate voluntary adoption of food choices and any other food and nutrition related behaviors to health and wellbeing that is delivered through multiple venues that is involving activities, individuals communities and policy levels.”

Porter et al 2014

“Quality Nutrition Education goes beyond teaching the facts about nutrients, or merely telling people what to and what not to eat, growing lettuce in a garden, making and eating a salad, counting teaspoons of sugar in a large size soda are all Nutrition Education. Nutrition Education gets people fired up so they truly want to eat more vegetables, whole grains, fruits, and other healthy food. Nutrition education encourages people to cook and eat meals with family and friends, it advocates for environment for healthy choices... Empowers people to make food choices not only to promote personal health but promotes ecological sustainability. When we eat more plant based foods, grow foods locally we reduce carbon dioxide”

The bottom line of what does nutrition education mean is that we want to help everyone to be able to eat well despite our crazy food supply and that is what we are up against as nutrition educators.

Does the field of nutrition education have a marketing problem? - What works and doesn't work about the term Nutrition Education

- What works: it's short to say, positive and important, attractive to policy makers, it opens the door to broader conversation
- What doesn't work: is boring, outdated, implies that knowledge is enough and narrow, limited.

Taglines developed at 2016 SNEB conference:

- Empowering healthy decisions for a better world.
- Pay now or pay later
- love food, love eating, love life

**What can Nutrition Educators can do to fix this?**

- We have seen this happening with American Association for Consumer Science (AAFCS) What was this before? Home Economics. They did a very thoughtful rebranding process. They created a tagline for the Association which is : “Connecting professionals, touching lives” “creating healthy and sustainable families”
- Rebranding of WIC. They were trying to unify the WIC brand. Since WIC is available at every state, there is all different logos. So this can make it a confusing and disconnected

message. They came up with one WIC logo and have different colors to it. They came up with this tagline: “be the mom you want to be”

**Imagine if we can come up with a unifying message in the field of nutrition education and that message from what I believe I looked into would make food supply central.**

Writer and farmer in England writing about his experience. He was in Kentucky doing a book tour just before the election. He really saw what was going on rural America:

“Perhaps is none of my business how American conduct their affairs, and how they think about economics, I should doubtless go back to the mountains of my home, but for my entire life, my own country, and I think all of the world has apathetically accepted an American model of food and farming retailing, mostly through a belief that it was the way of progress and natural force of economic development, and as a result America’s future is the depot for all of us. It is the future where farming and food have changed and are changing radically, in my view for the worst. Thus I look at the future with skeptical eye, we have all become such suckers for a bargain that we take the low prices of our food stuff for granted and are somehow unable to connect this bargains basement prices to our children’s inability to find meaningful work at a decently paid job. Our demand for cheap food is killing the American dream for millions of people. Among its side effect, it is creating terrible health problems like obesity and antibiotic resistant infections, and is destroying the habitats of wildlife. It also concentrates fast power in fewer and fewer hands. After my trip to rural America I returned to my old life, I am surrounded by beauty and a community that holds ways of doing things that have lasted for a long time rather well. **I have come home convinced that it is time to think carefully, both within America and without, about food and farming, and what kind of system we want. The future we have been sold doesn’t work, applying the principles of the factory floor to the natural world just doesn’t work. Farming is more than a business, food is more than a commodity.**

Despite the growing scale of the problem, no major mainstream politician has taken farming or foods seriously for decades. With the presidential campaign over and president on the White House, as rural Kentuckians helped elect, might want to think this carefully. Suddenly rural America matters it matters to the whole world.”

Just imagine the future where nutrition education is done to help people understand and what is going on with our food sources and also really how food is produced.

**3<sup>rd</sup> Speaker: Alissa Rumsey, MS, RD, CDN, CSCS**

Alissa Rumsey Nutrition &amp; Wellness Consulting

*How do you effectively brand yourself and/or your business through social media?***What is Branding?**

- “The marketing practice of creating a name, symbol or design that identifies and differentiates a product or service from others”
- In the Health and Wellness field for a lot of us in this field our brand is also ourselves. For me Alissa Rumsey Nutrition & Wellness my name is right there I am part of my brand. Even if you don't yet have a product or a service that you are offering, if you are a student, or you are just starting this on the side, branding comes with the intentional creating content that defines you and why are you unique

**What differentiates your branding?**

- **Your Logo:** That is really the foundation of your brand your logo and your name
- **Website:** which incorporates your logo and name
- **Brand strategy:** which is basically how, what, where, why and to whom you are communicating this information. That is communicating verbally and visually through photos especially in social media.
- **Connection:** giving your audience something to connect to is so important. As health professionals we already know we are the experts we know the science, but we are often not so good about connecting with the audience. Is very important to connect with people at a personal level. They are not coming to you for the science and facts, that is not why they are choosing you to be their provider or dietitian, they come to you because of how you make them feel. So this connection is really important.
  - For example Nike, what do they use to sell shoes?
  - Sports stars and athletes, that people can connect with in a personal level. So they are not really buy a pair of shoes, they are buying the athlete and their story. So think about that when you are branding yourself as well.

**Why is branding important?**

- Various logos were shown and audience would say what their brand is, what do they stand for and what do they make you feel:
  - **Nike brand:** just do it, you know their tag line, athletic, so as soon as you are seeing the logo you are immediately connecting with it.
  - **Airbnb:** travel, vacation, adventure
  - **Soulcycle:** sweat, warrior, athlete, price
- It is giving you the name recognition. For these companies you see their logo, you immediately know who they are.
- You also have to think about for yourself, that name recognition as a health professional, is so important, because as people start to know your name and the second part is helping people know what you do, that is what your branding is there for too.
- Most opportunities are not just online so much of it is network and word of mouth.

- Branding is what gets your name, company, what you do and what you don't. It also differentiates you from the competition. So speaking as a dietitian, there are thousands of dietitians here in NY, so what differentiates you and what you are doing from everyone else out there. That is what branding is for.
- Branding is also help you because it gives you focus and where to spend your energy. If you think of the opportunities that come your way, especially once your brand starts to get known, you don't want to be saying yes to everything.
  - First starting out, I didn't know what my niche was, I had clinical nutrition, I was doing sports nutrition, I wasn't sure where to put may energy. My first year in business I was doing a all these different things. It wasn't until I said, "what is it that I enjoy most, what is it that my brand stands for" that I was able to say yes to things that further that goal as opposed to things that were not going to.
- Once your name is out there these opportunities are more likely to come to you. Having a clear idea of who you are and what you do is going to further you in your career.

### **Consistent Message:**

- Brand equity- once you have a strong brand you can charge more. For example Nike vs. another shoemaker, they might have similar product, but Nike can charge so much more because they have such a strong brand and name. So you build a strong brand for yourself you are able to charge more than your competition. And people will pay for it because they are paying for that whole package that you are putting out there.

**consistent message + strong brand = brand equity**

### **Changing landscape**

- Anyone can post up nutrition content now days and get thousands of followers and get lots of opportunities.
- The consumer perception is so important, because the people are not necessarily looking at credentials, they are not looking at your background, they are looking at the content that you put out there, they are looking at your branding not educational background unfortunately. They can be the "nutritionist" that got their certification in a weekend, those are who they are going to, because they have their branding figured out. So is really important that we have strong dietitian and strong professional brands, those of us that do have the knowledge we need that branding figured out.

### **Personal vs Professional Social Media Usage**

I usually recommend keeping it separate.

What is your purpose?

- Personal: share away!
- Professional: look a lot different, how is it going to affect your brand and your professional look, maybe not today but maybe down the line

Personal

- Keeping up with Friends and Family-

- Sharing silly pictures- drinking, dancing
- Lots of personal photos

#### Professional

- Keeping up with colleagues/clients
- Sharing curated content- sharing it with a purpose
- Some personal photos- because you need to make that connection with people so you have to have your personality behind it. Sometimes I see beautiful pictures on instagram and I want to see who this person is. Sharing personal photos that fits your brand.
- keeping separate some personal photos- personality behind it in a curated way that fits your brand

#### Steps

##### 1. Who your client is?

- Who are you targeting this branding, because
- it can't be everyone- this was really hard at the beginning because I would say "I will take anyone who pays me." But in order to grow and to have a really good strategy, you need to have an ideal client.
- **Ideal client-** sit down characteristic of your client, and write what they would say, what they look like, where they live.
  - For example me: is generally mostly women, some men but mostly women, usually 20-40, making \$60k a year single or married, kids or no kids either one, but busy- weather they are busy professional or busy at home, people you are active, who like to travel, enjoy food, wine. So literally I built this picture of who this is who I am talking to, and now all branding content goes towards that person.

##### 2. Name, Logo and Mission Statement, tag line short

- mission statement – it doesn't have to be formal but again it's helping direct your branding strategy.
- Tag line- short snippet of your mission statement.

#### Alissa's Mission:

"I help people who are frustrated with dieting change their relationship with food in order to lose weight once and for all. I teach my clients how to **rediscover the joy of eating** through guided nutrition coaching, mindful eating exercises, personalized meal planning, and weekly support. My goal is for you to develop long-term, **sustainable** lifestyle habits, ***no deprivation required.***"

So whoever goes to my website they know pretty quickly whether or not I am going to be right to work with them. So I am really targeting is people who are really tired of dieting, they like food and don't want to give up their food, they want to lose weight but more so their goal is to be healthier and this is not a quick fix, for this can be something they can do long term.

You want to think about what your company's mission, and you want to think about words that people can associate with your brand.

### 3. Choosing Colors & Fonts:

- using same color schemes across board- website, social media.
- If you just Google colors and branding you will see all these different websites.
  - Colorz.co is one I have used before which helps you to find complimentary colors.

### 4. Fonts:

- Is good to have about 3 fonts to stand out. You don't want just one because nothing really stands out. You don't want too many otherwise it looks to messy.
  - Maybe using one serif, sans serif and cursive that fits into your brand.

### 5. Logo:

- I didn't have a lot of money when I was starting out, so I didn't want to pay a lot of money for a logo. There is a lot of things out there. I have a lot of friends who have designers in their family and they would do their initial one.
- You can always re-brand, but just get an initial brand going.
  - You can also use upwork.com they have creative designers and web developers and you put out what you are looking for, with a budget and people will pitch you and you will see examples of their work.
  - Examples:
    - [www.Healthfullyeverafter.co](http://www.Healthfullyeverafter.co)
    - bright colors, whites, all capitals, her logo is Carlene and Cris in cursive and HEALTHFULLY EVER AFTER in capitals.

### 6. Tagline

- Taking your mission statement and shortening it up into a couple of words, that tells people very quickly what you do and what you are about.
- Tag line- shortening up- tells people what you are about

### 7. Personality, Language and Point of view:

- It is really important to infuse your own personality, your own language and your own point of view into your branding. You need to give people something to connect to. So is important not only to have this nutrition beautiful photos out there you need to infuse your personality behind that as well.
- Language wise, you need to think about how do you talk to people normally, that is a lot about how you write. When I first started writing on my blog a couple of years ago, all these blogs I was following all the dietitians really had a great sense of humor in their writing, so I tried to write like that and that was not my writing style at all, it did not come off well because it was not authentic to me. So it took me a little while to find my own voice and what my blogging style would be. Mine style is a more casual and science. It

is also dependent on who your audience is. Make sure is your personality your voice is going to be more authentic.

- Again be sure to incorporate it across all social media.

### More than just a RDN

More than just an RDN - “An RDN is the nutrition expert” is all well and good, but is not enough. We can’t just sit here and say, hey “I am credentialed I am the expert”. That is not going to draw people in, so it really is about building this brand strategy. So what else is that you do, whether it is speaking, writing, photography, food styling, spokesperson...how are you connecting with people.

### When Do You Start?

- **Start NOW!**- it's never going to be perfect. Whatever it is that you have wanted to start do it now. Perfection is not the goal, and it is never going to be perfect. If you wait for it to be perfect you will never start. My call to action today is start NOW, whatever it is you have been wanting to do: website, start blogging, professional instagram, whatever it is.
- The goal is always progress, it always evolves.

### Re-branding

- The first website my brother did it for me for free, didn't really know what he was doing, but it was a website, people can get a hold of me. Then two years ago when I quit my full time job, I decided it was time to revamp it and paid someone to do it. All dietitians that I reached out to had re-branded. So what you have now is not going to be what you have in the future. Start with what you have and just know that it is going to evolve.

### Do's and Don't's

#### DON'Ts:

- **Don't be persuaded by opinions of others.** We talked about how is really important to be authentic and be yourself. Is important that you know yourself, you can get advice, but also know yourself and stay true to yourself
- **Don't imitate others.** Is fine to get ideas and get inspired by other but don't imitate others.
  - For example: I was writing with this humorous voice and it was just not working because it was not me.

#### DO

- **Do Stay True to yourself.** What is your brand and what do you stand for, and really staying true to that.
- **Do Build a Brand that you Believe in.** Again people are going to say that you should do certain things, like being in clinical, do one on one, but if you really don't want to do that, and that is not where your passion is, you don't have to. So building something that you really believe in not just because you think you should do it.
- **Do Be Authentic.** That goes with staying true to yourself, knowing your brand and knowing what your strategy is.

- **Example:** Abby sharp Canada- Girly- that is her ahs a lipstick she knows who her audience is. She knows who her audience is and that is her.

### Figuring Out Social Media - what platforms you should be on?

- Hint not all of them.
- Who are your clients, who are you targeting, that's where you want to be, where they are. Instagram has a different clientele from Twitter or from Facebook.

### Write a Strong Bio:

- Please fill out your bio. But write not only about you but what is in it for them, if they follow you. Have contact information.
- So what are they going to get if they follow you.
  - *Examples:* Instagram: Hummusapien, robyn coale RD – the reallife\_RD, surfyogabeer- fitness adventures worldwide

### Network and Getting noticed

- This is how you get your brand out there. Once you have your strategy, then you have to get out there and connect with others. A great way to start is, follow other RD and see what they are doing and posting.
- Follow others that are similar to you, and see who they are following.

### Connecting with people

- Not only watching but engaging on social media. Comment on their photos, tag each other, sharing other people's content so that they might be curious to check out your page, see who you are and what are you doing.
- **Twitter chats-** are a great way to connect and meet people: RD chats, #foodiechats,
- **Facebook group-** Dietitians on blogs, Dietitians in private practice.
- Make sure you have your **elevator pitch** two sentences, once you have your branding, you need to be able to concisely what you do in two sentences. You never know who is going to hear that.

### Name and likeness

Your name has value. Think about credentials, certifications, the time, the money that you put towards those, think about all the time you spent building your brand. That has a value.

Companies may reach out to you and say can you post this one for us. They are using you to sell their product. Your name has value, you don't want to be doing this for free. Something to think about is that your name might also be attached to a brand, maybe forever. So when you build a strong brand you know who you are, what you stand for and what is your strategy.

Consider future implications: walnuts vs almonds, natural organic brand, etc.

### Branding Advice

"Don't compare yourself or your talents to others. When we waste time trying to be like other people we miss out on learning what we do well! Get to know what your strengths are and run in them" Abigail Joy Dougherty, RDN, LDN

“When you’re first starting a business, it can be very tempting to say yes to everything. Practice the art of saying NO if an opportunity isn’t the right fit for you or you feel it’s not giving you the value you deserve. By saying no, you open up space to say yes later to better opportunities.”  
rand integrity – is this Kara Lydon, RD, LDN, RYT

“Never be afraid to let your personality shine through- that is what separates you from the rest! Develop your own individual brand and stay true to it, Don’t try to be something for everyone.”  
Keri Gans MS, RDN, CDN

“If an opportunity doesn’t feel like a good fit for you, or doesn't feel right in your gut, say no. Being consistent with your philosophy, and maintaining the integrity of your brand is critical for long-term success. Always let your beliefs, philosophy, and areas of expertise guide who you work with and how, no the other way around.”  
Cynthia Sass MPH, MA, RD CSSD

**Key Takeaways:**

- Start NOW
- Try - make mistakes - adapt
- Figure out your ideal client
- Be authentic
- Be consistent
- The RD entrepreneur symposium- All Online- starts March 14th
  - To Register: [bit.ly/ARsymposium](http://bit.ly/ARsymposium)
- Coming 2017: Nutrition Mastermind Retreat in NYC
  - [Alissarumsey.com/mastermindretreat](http://Alissarumsey.com/mastermindretreat)